JANUARY 19, 1948 PRICE 25 CENTS

BROADCASTING

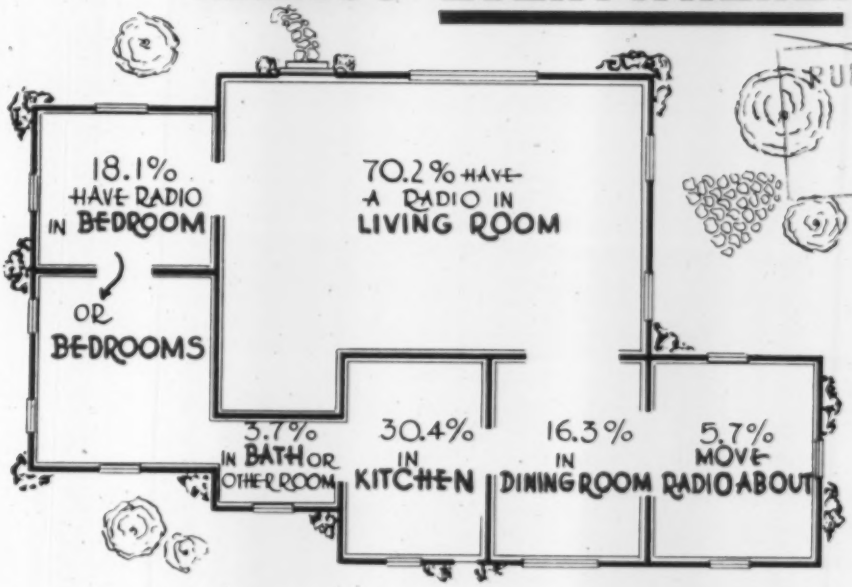
The Newsweekly of Radio and Television

TELECASTING

DETROIT PUBLIC LIBRARY TECHNOLOGY DEPARTMENT

TECHNOLOGY DEPARTMENT

IOWA HOMES HAVE RADIOS EVERYWHERE!


18.1% HAVE RADIO IN BEDROOM OR BEDROOMS
70.2% HAVE A RADIO IN LIVING ROOM
3.7% IN BATH OR OTHER ROOM
30.4% IN KITCHEN
16.3% IN DINING ROOM
5.7% MOVE RADIO ABOUT

IOWA home radio sets are used in almost *every* room. In other words, Iowa radio listening is a *positive part of family life*—is far more than just an incidental attraction for leisure hours!

The 1948 Iowa Radio Audience Survey* reveals the following about the location of Iowa radio sets: In the 98.0% of Iowa's radio-equipped homes, 70.2% of the families have a radio in the *living room*, 30.4% have one in the kitchen, 18.1% list "bedroom or bedrooms," 16.3% have one in the dining room, and 18.2% have sets that "move about."

The 1948 Edition of the famed Iowa Radio Audience Survey is full of such background information *in addition to* statistics about station and program preferences, etc. Write for your complimentary copy of this Eleventh Edition today. Or ask Free & Peters.

* The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential..

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interviews of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

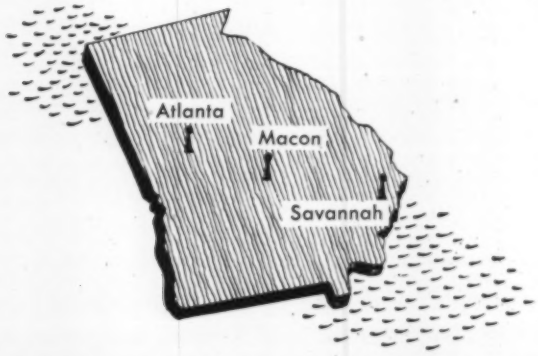
WHO

+ *for* IOWA PLUS +

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.,
National Representatives

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS



The Georgia Trio

WAGA
ATLANTA
5000W · 590Kc

WMAZ
MACON
10,000W · 940Kc

WTOC
SAVANNAH
5000W · 1290Kc

The C.B.S. Affiliates in Georgia's First 3 Markets

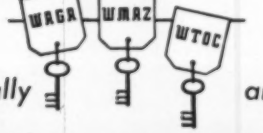
THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

Concentrated coverage • Merchandising assistance

Listener loyalty built by local programming • Dealer loyalties

— *IN GEORGIA'S FIRST THREE MARKETS*

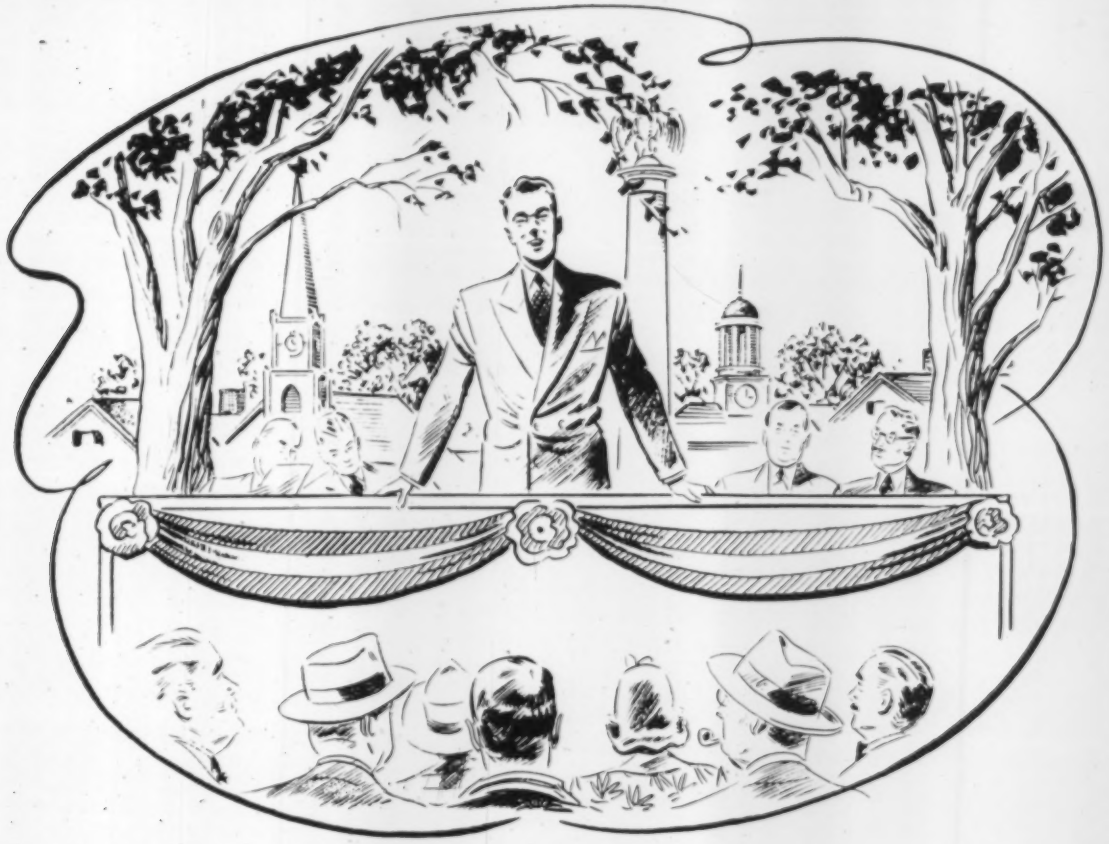
The Georgia Trio



Represented, individually and as a group, by

THE KATZ AGENCY, INC.

New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco • Los Angeles • Dallas



Tell them and sell them from a Home-town Platform

A home-town appearance draws a bigger crowd — inspires a more friendly reception for your sales message.

That's the way it is when you talk to New England people through a Yankee home-town station. You are sure of a larger audience because home-town "acoustics" are favorable and because these people get complete radio entertainment — national, regional and local programs — through their Yankee home-town stations. They listen habitually.

Yankee home-town stations provide the means for fast and steady local impact. These Yankee stations are used by the home-town merchants. They penetrate every neighborhood shopping center. They enable you to command and hold dealer interest and achieve maximum point-of-sale results.

Yankee's 24 home-town stations provide the regional media for an integrated New England campaign, with equal local emphasis everywhere. There is no better way to sell this six-state area.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

CHALK ONE up for radio stamina in San Antonio. After having withdrawn radio log listings for seven months during which various propositions for paid listings were made, but resisted, three San Antonio dailies again are printing complete program listings, gratis.

NOTICE has been given C. E. Hooper Inc. by MBS that it will cancel service upon expiration of present contract. MBS also subscribes to Nielsen Radio Index. MBS in past has protested use by Hooper of 1946 BMB figures when network had about 200 stations less than present total of 519.

AT SUGGESTION of Brig. Gen. David Sarnoff, RCA board chairman, RCA has created Washington coordinating committee under chairmanship of RCA vice president, Glen McDaniel, and with F. M. (Scoop) Russell, NBC vice president, as coordinator in Washington. All subsidiaries have representatives on committee which meets once monthly.

LEVER BROTHERS Pepsodent Div., handled by J. Walter Thompson Co., Chicago, understood making queries into Eleanor and Anna Roosevelt show, three times weekly on ABC, for possible sponsorship.

ALTHOUGH NARBA discussion at Mexico City international broadcasting conference was supposed to be taboo, word has seeped out that Cuba is prepared to make demands again. Among them: No power in excess of 50 kw in U. S.; no further grants on standard broadcast channel; deletion of existing standard (AM) construction permits where construction has not been completed.

LEHN & FINK PRODUCTS CORP. (Lysol), New York, through Lennen & Mitchell, New York, will start intensive video spot announcement campaign in New York in February. Plans also include further TV coverage later on.

CHICAGO alive late Friday with unconfirmed rumors CBS has bought 40%-plus interest in WGN-TV. WGN denied, CBS mum.

WHILE no announcement was forthcoming following visit of Brig. Gen. Sarnoff, RCA and NBC chairman, with President Truman last Thursday, understood he discussed potentials of Ultrafax, high-speed TV and other upcoming electronic services. It is presumed Gen. Sarnoff discussed both possible industry and military potentials of these developments.

ACQUISITION by Gov. James M. Cox interests of *Dayton Journal* and *Dayton Herald* from Lewis B. Rock interests may have bearing

(Continued on page 86)

Upcoming

Jan. 10: FCC Hearing on Station Representation resumes, FCC Hdqrs., Washington.

Jan. 10-11: NAB Engineering Executive Committee, NAB Hdqrs., Washington.

Jan. 11: BMB Executive Committee meeting, BMB Hdqrs., New York.

Jan. 15: All-Radio Presentation Committee, BMB Hdqrs., New York.

(Other Upcomings on page 35)

Bulletins

CHARLES R. DENNY, NBC executive vice president, elected member of network's board at monthly meeting Friday. Mr. Denny joined NBC Nov. 15, 1947, as vice president and general counsel, following resignation as FCC chairman. He was elected executive vice president July 2, 1948.

BENRUS Watch Co., New York, will add $500,000 to 1949 radio-television budget, bringing year's appropriation to $1,600,000, Jack Tarcher, president, J. D. Tarcher Co. (Benrus agency) said Friday. Firm to add 30 cities to present coverage (103 stations) for its radio time signals.

FCC ADOPTS RULE ON STATION TIME AS DEAL IN PURCHASE

RULES proposed by FCC 11 months ago to prohibit reservation of station time as part of purchase price of station [BROADCASTING, Feb. 9] were adopted by Commission Friday, effective Feb. 15. Such contracts already in existence and known to Commission—described as "only a handful"—won't be invalidated if modified to conform to standards laid down by FCC.

These standards are substantially as proposed originally, except that provision entitling licensee to "buy up" such contract at any time is changed to say he can do so "for substantial cause, including, but not limited to, the assignment of license or the transfer of control of a corporate licensee, consistent disagreement over programs between the parties, or the acquisition of a network affiliation by the licensee." No such contract shall extend beyond Feb. 15, 1964. Rules apply to AM, FM, TV.

Highlights This Issue

(Departmental Index, page 6; Television Index, page 30)

FCC Revamping	21
BMB Shakeup, Survey Delay Possible	21
Skyborne TV Daytime Test Results	22
FCC Annual Report	23
Radio Costs Are 79% of Revenue—NAB	23
Truman Message, Bills Involving Radio	24
Capital Gains 'Loss'	26
East-Midwest Coaxial Opening	30

Business Briefly

QUIZ SHOW ON TV • Bristol-Myers Co. New York (Ipana, Sal Hepatica, Vitalis), Jan. 14 starts *Break the Bank* on ABC's TV network simultaneously with its ABC (AM) broadcast, Fri., 9-9:30 p.m. Video show will be carried by 11 eastern and midwestern ABC TV affiliates. Agency, Doherty, Clifford & Shenfield, New York.

SIGNS FOR TV • Mason Candy Bar effective Jan. 12 has signed for quarter-hour Wednesday sponsorship of *Howdy Doody* on 14 station NBC-TV network. Signing follows four-week successful TV test. Agency, Moore & Hamm, New York.

RU-TEL PLANS • Ru-Tel Co., St. Paul, planning programs up to 15 minutes each on 12 stations in major markets through Louis A. Smith Agency, Chicago.

EXPANDED SALES SERVICES URGED BY NAB COMMITTEE

CALL for complete sales service by NAB Broadcast Advertising Dept. with funds expanded to 50% of entire NAB budget sounded Friday at closing day of Washington meeting held by NAB Sales Managers Executive Committee (early story, page 27).

Lack of funds to maintain adequate service prevents radio from competing on equal basis with newspapers, committee held, pointing out that newspapers have been using "rough-tough" tactics and it's time "to stop kidding around." Committee demanded addition of FM and TV functions after discussing NAB reorganization project.

Named to subcommittee directed to get evidence on need for greater recognition of NAB's broadcast advertising operation were Odin S. Ramsland, KDAL Duluth; Ray Baker, KOMO Seattle; George W. Brett, The Katz Agency.

Committee adopted resolutions condemning abuse by door-to-door salesmen who make it difficult for legitimate researchers to gain access to homes; recommended that TV stations and TV networks avoid discrepancies in rate structures as harmful to new visual medium.

2 NEW YORK AGENCIES MERGE

H. W. FAIRFAX Adv. Agency, New York, and Jasper, Lynch and Fishel, New York, have merged under name of H. W. Fairfax Agency. Officers are at 551 Fifth Ave. Natt S. Ensler, formerly Fairfax president, becomes chairman. Stanley I. Fishel will be president and treasurer and James W. Fishel executive vice president and secretary.

2,500,000 TV SETS FORECAST

PRODUCTION of 2,500,000 TV sets looms in 1949, Royal V. Howard, NAB engineering director, told Northern California Section of Institute of Radio Engineers.

"SAYS MR. HOOPER"

For the Months of
October and November

K-R-L-D

Has More Listeners in Dallas

Between 6:00 and 10:30 p.m.

Than Any Other Station.

KRLD RANKS THIRTEENTH AT NIGHT IN THE 36 HOOPER CHECKING CITIES

That's Why

KRLD

The Times Herald Station

Is Your Best Buy

CBS

50,000 Watts
Day and Night

KRLD -- KRLD-FM

The Times Herald Stations

Dallas Studios Ft. Worth

Let a Branham Man Tell You More

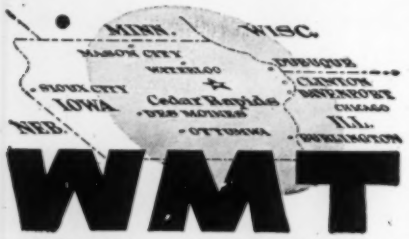
WMT is up to its neck in Deep River (IOWA)

. . . and Deep River is up to its ears in WMT. As in 1058 other Iowa communities*, WMT keeps on rolling up impressive BMB ratings. The Eastern Iowa audience listens when WMT speaks, or sings, or plays.

Stupendous bumper crops, humming industries, and peak prices are putting more money than ever before into the pockets of WMT's prosperous audience.

Come on in to Deep River and the rest of WMTland . . . the water's fine for WMT advertisers. Ask the Katz man for details about Eastern Iowa's exclusive CBS outlet.

**within WMT's 2.5 mv line*



WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

DEPARTMENTS:

Agencies	13
Allied Arts	79
Commercial	52
Editorial	46
FCC Actions	72
FCC Box Score	85
Feature of the Week	10
Management	48
Milestones	83
New Business	16
Network Accounts	16
News	74
On All Accounts	10
Open Mike	18
Our Respects to	46
Production	82
Programs	73
Promotion	80
Radiorama	40
Technical	70
Telestatus	36
Turntable	70

FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Mary Zurhorst, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, Ed Keys, Tyler Nourse, John Osbon. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*
Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Haskell, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Stella Volpi, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

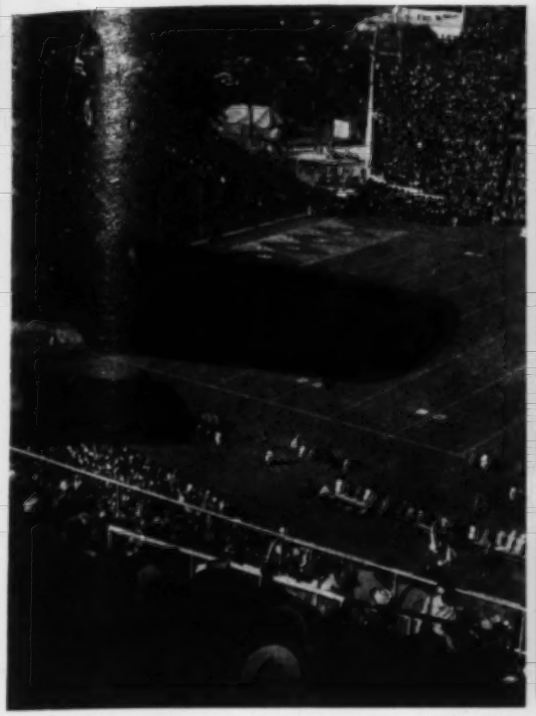
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

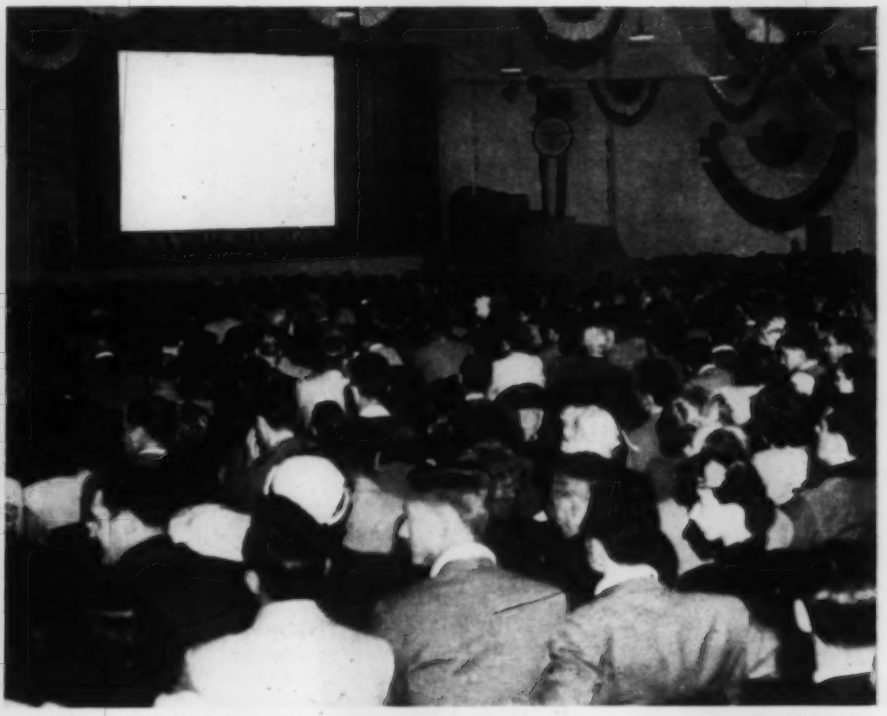
* Reg. U. S. Pat. Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy



TWO CAMERAS covered the action from atop the sun-drenched Orange Bowl stadium, got excellent, clear close-up shots. Micro-wave relay link was used.



PART OF THE THRONG that filled auditorium to capacity. One young couple even brought blanket, used it as though they were at stadium.

THIRD CAMERA, located at end of field, was manned by George B. Storer Jr., in charge of TV for Fort Industry Co. in Atlanta.

WGBS SOLVES ORANGE BOWL TICKET CRISIS

Miami AM Station Steps Into Breach With Unique Public Service Use of Large-Screen Television

It was obvious a year ago that the 60,000 seat Orange Bowl couldn't hold all who wanted to see the January 1, 1949 football classic. And when, a few weeks before the Georgia-Texas game, a crisis involving distribution of tickets arose to plague the Orange Bowl committee, Station WGBS saw a ready-made public service opportunity.

The station engaged RCA's large-screen television equipment and technicians, obtained necessary approval, reserved Miami's Bayfront Park auditorium for the first TV showing in history of the famed New Year's Day classic.

Within a few hours of the first air announcement, all 2,300 free tickets were gone. A section was reserved for patients of Miami's National Children's Cardiac Home.

The showing went off without a hitch. Viewers ate peanuts, popcorn, sandwiches, consumed soft drinks, cheered madly when underdog Texas made a first down, applauded injured players, yelled themselves hoarse at long passes and touchdown plays, at times drowned out the excellent narration of WAGA-TV's Bill Terry.

From opening whistle the crowd was enthralled, stayed that way to closing gun. Consensus: a terrific show.

Station WGBS, which only ten days before put its new 50,000 watt transmitter on the air, had started the New Year with a new high in public service.

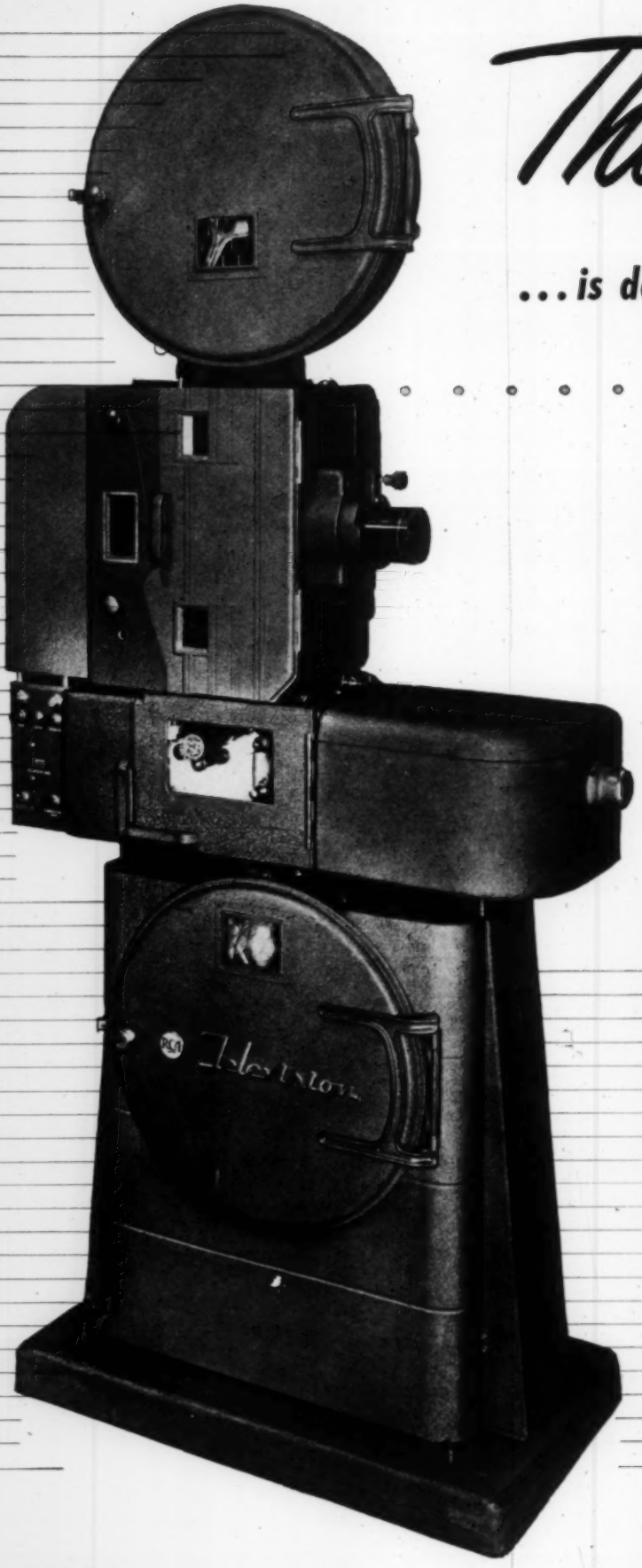
GEORGE B. STORER, president of Fort Industry Co., owner of WGBS, told auditorium crowd he was "grateful for this public service opportunity."

ALTHOUGH EVERY ticket holder was entitled to seat, crowd formed early outside auditorium. Most had never seen TV of any kind, later expressed amazement at large-screen viewing.

PROJECTION EQUIPMENT was mounted on truck in center aisle. Dick Hooper, who produced show, operated controls from WAGA-TV mobile unit parked under stands at Orange Bowl.

This 35mm

... is delivering high-quality picture-



As Used with the RCA TK-20A Film Camera—film camera converts motion pictures into video signals. When only one projector is used, pictures are projected directly through the aperture of the film camera onto the camera pickup tube. The video signals produced are fed via control equipment to the transmitter.

The One Equipment Source for Everything in ... is RC

TV

television projector by RCA

and-sound programs for many of the nation's leading TV stations

A PERFECT FILM PROGRAM every time . . . high-definition, super-steady pictures . . . continuous, on-the-air dependability—with this new sound-film projector that's designed specifically to meet the exacting needs of television stations.

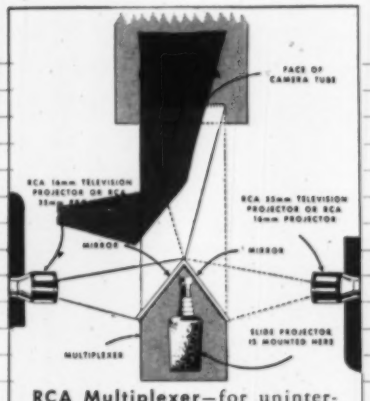
The film-drive mechanism and other mechanical features are precision-built in the RCA Brenkert plant . . . home of the famous projectors used by leading theatres around the world. The sound-head is the well-known RCA high-quality unit used in these projectors—modified to include a special, salient-pole synchronous motor.

Here is the film projector that produces higher light output with negligible heating of the film gate *or* the film . . . enables you to project single frames as stills. Here is a film projector with great mechanical simplification—and with fewer moving parts for quieter, easier operation. It's easy to operate. It's simple to maintain . . . even oils itself!

Auxiliary equipment for the projector includes a control rack with its pulsed light power supply, remote panels, and 10-inch picture monitor. A film camera multiplexer is available as accessory equipment (see diagram for operation).

• • •

To get the most from *your* newsreels, shorts, and feature films, overlook none of the advantages of this new 35-mm projector. Let your RCA Broadcast Sales Engineer give you the technical details and prices. Or write Dept. 19 AB.

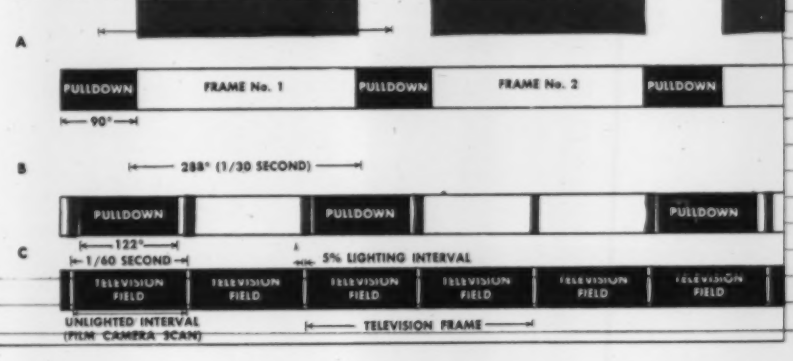

FACE OF CAMERA TUBE
RCA 16mm TELEVISION PROJECTOR OR RCA 35mm SLIDE
RCA 35mm TELEVISION PROJECTOR OR RCA 16mm PROJECTOR
MIRROR
MIRROR
SLIDE PROJECTOR IS MOUNTED HERE
MULTIPLEXER

RCA Multiplexer—for uninterrupted projection of multireel films where two projectors are needed. This ingenious RCA device eliminates the need for an additional film camera. It consists of a V-shaped mirror for reflecting images from either projector to film camera and a slide film projector for inserting station breaks, commercials, and special effects.

How it works—Line A shows the pull-down timing of a standard 35-mm film projector (no lighting during 90° pull-down). Line B shows pull-down timing of the RCA 35-mm television projector—and the duration and repetition rate of the short intervals during which light passes through the film.

Line C shows the projector lighting interval of the RCA 35-mm television projector. The "light-on" intervals are produced by a pulse-controlled camera lamp that produces an 800-microsecond flash every 1/60th second. The picture images are projected onto the film camera pick-up tube during the retrace (blanking) interval of its scanning beam. The "storage" property of the tube permits scanning during the unlighted interval between flashes.

Scanning releases the picture charge—converts it into a video signal. A synchronizing generator keeps the projector and film camera in phase.



RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

miami goes for
SPORTS

MIAMI
listens to
WMIE 1140 kc.
(YOUR SPORTS STATION IN MIAMI)

WMIE
EXCLUSIVE!
University of Miami basketball games. Also all basketball games of five major high schools. Florida's largest program production budget insures first-class programming for Florida's most powerful independent station.

WMIE
EXCLUSIVE!
Blow-by-blow descriptions of University of Miami boxing matches as well as top flight professional bouts. WMIE's 5,000 watts at night packs a real punch.

WMIE
EXCLUSIVE!
All University of Miami polo games. WMIE's 10,000 watts daytime power blankets the South Florida Market.

WMIE 1140 kc.
YOUR BEST BUY IN... MIAMI
BOB VENN, Mgr.
THE SUNCOAST BROADCASTING CORP.
EVERGLADES HOTEL
MIAMI • FLORIDA
REPRESENTED BY FORJOE & CO.
10,000 WATTS DAY . . . 5,000 NIGHT

Feature of the Week

Around luncheon table in the client room are (clockwise): Karl Plain, KSTP account executive; Mr. Hampe; Mr. Hubbard; Mr. Hobbs; Miller C. Robertson, KSTP-TV vice president in charge of sales, and Joe Cook, KSTP sales promotion manager.

* * *

KSTP Minneapolis-St. Paul inaugurated its luxurious new client room at year's end in its Radio City quarters on the dividing line between the two cities.

The room, plush with heavy carpeting, thick leather chairs and smart wood paneling, measures 14 by 25 feet. Adjoining it is a modernly equipped kitchen 6 by 25 feet. Kitchen is completely stocked

(Continued on page 83)

On All Accounts

EVER since he started building crystal receiver sets back in 1924, Walter K. Neill, account executive of Ruthrauff & Ryan, Hollywood, has had his hands in radio one way or another.

Besides building and selling receivers, he has been singer-actor, writer-producer, commentator-narrator and teacher of radio. He has also given lectures on the medium at Eton College, England.

Today he works on such radio-minded accounts as the Dodge Division of Chrysler Corp.; Southern Calif. Dodge Dealers Assn., and Reddiwip Co. (canned whipped cream). Other chores include conducting sales meetings, planning sales promotion campaigns, merchandising various accounts of the agency or flying around the country developing new business.

WALT

Los Angeles is his birthplace. The date was Dec. 30, 1908. And Los Angeles is also where he received his early schooling. Graduated from Oregon State College in June 1930, with a B.A., Walt majored in advertising and merchandising.

Putting theory to practice, he worked for various Los Angeles advertising agencies during summer vacations, and thereby also got the necessary cash to keep him in college.

Walt put his baritone voice to good use too, when in the summer of 1928 he made his professional singing debut on KMIC Inglewood, Calif. (now KRKD Los Angeles). Harry Von Zell was then a station staff announcer.

With college completed and diploma in hand, Walt went job hunting, and joined a direct mail agency for about a year. When he shifted to Llewellyn-Seymour Co., then a well-known Los Angeles agency, he got his first real indoctrination in the use of radio as an advertising media. He worked on various agency accounts.

With the end of prohibition in November 1933, Continental Distillery Corp. commissioned the agency to do a special exploitation and publicity stunt. It was to focus attention on the first consignment of hard liquor (whiskey and gin) to arrive on the West Coast under government sanction. Young Neill was called upon to handle the assignment. So he arranged a one-hour remote broadcast ceremony of the liquor's landing from the liner *Dorothy Luckenbach* at Los Angeles Harbor. It received

(Continued on page 71)

for profitable selling--
INVESTIGATE

WDEL
WILMINGTON
DEL.

WGAL
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

Represented by
ROBERT MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS

ALTHOUGH we must admit that sardines are a mite more numerous than ABC fans in Monterey, BMB shows that ABC's net hauls in a prize catch of 83% of the radio families there. In two-thirds of the 69 Coast towns studied by BMB, at least 50% of the radio families tune regularly to ABC.

BAKERSFIELD is chock-full of oil wells and ABC listeners. 81% of the radio families in this California petroleum center are regular ABC fans. Up and down the Coast, ABC reaches 95% of *all* radio families at the 50% BMB penetration level. It's your top combination of coverage, low cost, and high ratings.

CHICO, where a $4,000,000 almond crop keeps cash registers busy, is nuts about us, too. According to BMB, 64% of Chico's radio families tune to ABC regularly. ABC's big-time shows, boomed by promotion showmanship, dominate audiences outside the big urban areas as well as inside.

On the coast you can't get away from

ABC

FULL COVERAGE... ABC's improved facilities have boosted its coverage to 95.4% of ALL Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES... ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes FOUR 50,000 watters, twice as many as any other coast network... a 31% increase in facilities during the past year.

GREATER FLEXIBILITY... You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

LOWER COST... ABC brings you all this at a cost per thousand radio families as low as or lower than any other Pacific Network. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

THE TREND TO ABC... The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza · CIrcle 7-5700—DETROIT: 1700 Stroh Bldg. · CHerry 8321—CHICAGO: 20 N. Wacker Dr. DElaware 1900—LOS ANGELES: 6363 Sunset Blvd. · HUdson 2-3141—SAN FRANCISCO: 155 Montgomery St · EXbrook 2-6544

"MIKE MYSTERIES"

The listener is in your lap when "MIKE MYSTERIES" are on the air! Music, mystery and murder meet in 15 minutes of action-packed suspense, aimed at riveting interest in every word — every minute. A Lang-Worth "Network-Calibre" musical show incorporating a fast-moving mystery gimmick by Hollywood's ace writer, Howard Browne (alias "John Evans").

Every "MIKE MYSTERIES" show spotlights a capsule-sized crime. For the solution, your listeners are invited to match wits with Homicide Lt. Evans. But they don't learn *whodunit* until they know *whosellsit* — a Lang-Worth twist with a

For further sleuthing on the chill, thrill *and sell* of "MIKE MYSTERIES", corner your radio station or its representative.

LANG-WORTH

Network Caliber Programs at Local Station Cost

feature programs, inc.

STEINWAY HALL, 113 West 57th St., New York 19, N. Y.

Agencies

DOUGLAS POWELL, vice president of Carvel Nelson Adv., Portland, Ore., becomes member of firm, with agency name being changed to Carvel Nelson & Powell.

STEPHEN P. LEWIS, radio director of Deutsch & Shea, New York, appointed head of agency's new television department.

E. SYKES SCHERMAN, formerly assistant account executive with Compton Adv., New York, joins American Assn. of Advertising Agencies executive staff in New York. He will assist **KENNETH GODFREY** in media operations, research and radio-TV production.

O. LEE CLARK, former sales promotion manager at Spiegel Inc., Chicago (retail furniture chain), joins Harry J. Lazarus & Co., Chicago, as account executive. He recently was president of his own advertising agency.

H. W. CHUBBUCK and **JOHN MORTON POOLE** have joined Ellington & Co., New York, and will be in the agency's new Philadelphia office opened in the Girard Trust Co. Bldg. last week. Mr. Chubbuck, formerly with J. Faulkner Arndt, will be in charge of the Philadelphia office. Mr. Poole, who was with the J. C. Winston Co., and with the Arndt Agency, will have charge of creative work in Philadelphia.

HELEN FUERSTEIN joins Associated Adv., Los Angeles.

CONSOLIDATED Adv., Los Angeles, moves to new offices at 1250 Wilshire Blvd.

FRED CHERRY, formerly copy chief with Garfield & Guild Adv., San Francisco, opens advertising service offices, Writing Inc., at 420 Market Street, same city.

ROBERT B. CHADDOCK appointed space buyer at MacFarland-Aveyard, Chicago. He was formerly with Dancer-Fitzgerald-Sample.

HARRY SCHREIER, former account executive with L. E. McGivena & Co., New York, appointed vice president and account executive at Peter Hilton Inc., also New York.

BUD STAPLETON joins radio and television department of Barlow Adv., Syracuse, N. Y. Mr. Stapleton will supervise production of radio and TV advertising for Barlow clients. He had been with several New York stations before joining agency.

ROBERT J. ENDERS Adv., Washington, moves its Philadelpnia branch to 1420 Walnut St.

MAL EWING, formerly with Warner Bros., Los Angeles, joins Ralph Yambert Organization, same city, as production manager.

J. A. ROBINSON, resigns as account executive with Ruthrauff & Ryan, Chicago, to join Automatic Transportation Co., same city, as sales manager in Transporter Division.

GEORGE PATTON, formerly with Makelim & Assoc., Hollywood, joins Roche-Eckhoff & Assoc., same city, as account executive.

CHARLES L. EASTMAN joins creative staff of Elwood J. Robinson Adv., Los Angeles. He was formerly copy chief at Ralph Yambert Organization, and before that on creative staff of Davis & Co., both Los Angeles.

KEITH BABCOCK returns to San Francisco office of the Biow Co., as head of creative and plans department.

LAURIE E. ROSS, head of Ross Adv., Portland, Ore., elected president of Oregon Advertising Club.

WILLIAM WILGUS, J. Walter Thompson Co., Hollywood, radio producer, is the father of a girl.

RAYMOND R. MORGAN Co., Hollywood, elected to membership in Advertising Federation of America.

FRANCIS B. COLE, former account executive with Russell T. Gray Inc., Chicago, joins C. B. Juneau Inc., Los Angeles, in same capacity.

WILLIAM A. RAGENT, formerly operator of his own agency, William Ragent & Assoc., in Stockton, Calif., joins Gerth-Pacific Adv., Hollywood and San Francisco.

DO YOU WANNA INFLUENCE CONFLUENCE (Ky.)?

If you're hankering to influence the good people of Confluence (Ky.) and generally "capture" the rural Kentucky market as a whole, you're in for some mighty rough sledding, Mr. Carnegie. There just isn't enough dough in those little towns to make the effort worthwhile!

The simple truth is that the Louisville Trading Area is all you want or need in Kentucky, and that, by using WAVE, you can reach this one great market with very little waste. WAVE's 50% BMB Map embraces 27 counties in Kentucky and Indiana with a total Net Effective Buying Income of over a billion dollars!

That's real audience affluence—with or *without* any audience in Confluence!

LOUISVILLE'S WAVE

NBC AFFILIATE

5000 WATTS . 970 KC

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Music . . .

The picture at upper left shows a portion of KGW's spacious record library, with two built in turntables, one each for standard records and transcriptions, between the record racks. Music Librarian Violet Schultz stands at the turntable, and Dick Nelson, assistant music librarian, is at the steel cabinets containing transcribed commercials.

More than 50,000 classical and popular orchestrations, vocal and instrumental arrangements and miscellaneous sheet music are on file in the area of KGW's live music library show.. at the left.

KGW's large studios provide ample space for live program presentation. Soundproofed studios and the finest technical equipment combine to create flawless transmission of KGW's programs. At the right are staff musicians (from left) Sammy Piazza, Paul Entler, Bob Smith, Robert Sonderskov, Marian Fouse, Abe Bercovitz (Director) and Glenn Shelley. In the control booth are Program Director Homer Welch and Engineer Stan Crawford. At center right members of KGW's acting staff rehearse in Studio B. Bob Amsberry operates the sound truck. Standing (left to right) are Dal McKennon, Mark Daniels, Announcer Phil Irwin and Bob Johnson Glenn Shelley awaits a musical cue at the organ In the control booth are Producer John. Groves (arm raised) and Engineer Verne Sahnow.

The faded scene at the far right shows KGW's music and production facilities of more than two decades ago, when the station was located in The Oregonian building's tower. A far cry from KGW's early days are the modern music library and air-conditioned, soundproofed, near technically-perfect studios of today.

Another step ahead for

Production . . . .

KGW's studios are workshops . . . skilled writers and technicians, armed with every necessary piece of equipment, work together to make the radio programs produced by KGW and KGW-FM the most-listened-to performances released in Portland.

Since 1927 KGW has had its own musical director and staff musicians. At that time about the only orchestrations and sheet music in the studios were brought in by the musicians themselves. Today KGW's music library is a complicated, amazingly complete file of all types of music—one of the largest, most efficiently devised music libraries on the Pacific Coast. The "live" library holds more than 50,000 classical and popular orchestrations, plus several thousand vocal and instrumental songs in album and sheet music form. More than 6,000 ten- and twelve-inch standard records and World, Lang-Worth and Thesaurus transcriptions are also on hand. Special files of sound and historical recordings and transcribed commercials are maintained.

* * *

KGW's production staff and artists each week produce an average of twelve shows which originate from KGW's studios. In addition the station's special events department, in cooperation with the production staff, prepares, edits and airs a large number of programs each month.

KGW and KGW-FM

KGW and KGW-FM
PORTLAND, OREGON
NBC AFFILIATE
COMPLETE SCHEDULE SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

The Swing is to WHB in Kansas City

Resolution for the New Year . . .

Swing to WHB in Kansas City for increased sales in 1949. WHB merchandises and advertises. WHB promotes its programs, its sponsors and their products. Resolve now to reach—*and sell*—the Golden Kansas City Marketland dominated by WHB!

10,000 WATTS IN KANSAS CITY

WHB AM FM

DON DAVIS, PRESIDENT

JOHN T. SCHILLING, GENERAL MANAGER

Represented by JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

New Business

ZIONIST ORGANIZATION of America sponsoring *Report From Israel* WMCA New York, Mon.-Fri. Program is broadcast direct from Tel Av Plans are under way for airing of program by major stations throughou this country. Agency: Prudential Adv., New York.

PACKARD DEALERS of Greater Detroit launched, Jan. 6, weekly half-ho television variety show. Program is heard Thursdays, 8-8:30 p.m. on WWJ-T Detroit. Agency: Young & Rubicam, Detroit.

CULVER OF CALIFORNIA, Los Angeles (men's clothing manufacturer appoints Consolidated Adv., same city, to handle advertising. Radio will b used in Los Angeles area.

CHEVROLET DEALERS of New York, effective Jan. 12, start sponsorship o *Winner Take All,* Wednesday, 9-9:30 p.m. on WCBS-TV New York [BROADCAST ING, Jan. 3, 1949]. The program has been on station sustaining for past si months. Agency: Campbell-Ewald Co., New York.

STA-NEET Corp., Los Angeles (home barber comb), appoints BBDO, sam city, to handle advertising, effective Feb. 18.

GIBSON REFRIGERATOR Co., Chicago, appoints W. W. Garrison Agency Chicago, to handle advertising. Radio will be used as part of company million dollar 1949 campaign to promote sale of ranges, home freezers an refrigerators.

SEGAL SAFETY RAZOR Corp., New York, division of Segal Lock & Hardwar Co., appoints Cayton Inc., New York, to handle its national advertising cam paign. Extensive mail order radio advertising will be conducted in some 50 cities across the country, with markets in over 60 cities in Florida, Georgi and California already being covered. Television will be added at a later date

Network Accounts . . .

GULF OIL Corp., Pittsburgh, Pa., renews sponsorship of radio and tele vision series, *We, The People,* Tuesday, 9:00-9:30 p.m. on CBS and CBS-TV effective Feb. 1, for 52 weeks. Agency: Young & Rubicam, New York.

PHILIP MORRIS & Co., New York, renews *Philip Morris Playhouse* on CBS for 52 weeks, effective Jan. 28. Show is heard, Fridays, 10-10:30 p.m. Agency The Biow Co., New York.

Adpeople . . .

HANS ERLANGER named general sales manager, Hunt Foods, Los Angeles Mr. Erlanger has been with company for past three years.

WITH the advent of Transit Radio service on KXOK-FM St. Louis, the first long-term user will be Big Four Chevrolet, represented by its president, W. J. Rasmussen (center). Looking over the agreement with Mr. Rasmussen are Robert A. Seat (l), whose agency handles the account, and Robert F. Hyland, in charge of KXOK-FM.

A N N O U N C E M E N T

National Board of Fire Underwriters Gold Medal Awards for 1948

THE ANNUAL GOLD MEDAL AWARDS of the National Board of Fire Underwriters again will be presented to the nation's radio and press for outstanding public service in fire prevention during 1948.

A gold medal or $500.00 in cash will be awarded to the radio station whose campaign on fire prevention, in the opinion of impartial judges, has contributed most to the welfare of its community.

In addition to the gold medal, honorable mention citations also will be awarded.

Identical awards will be made in the newspaper field.

Every year, through their excellent public service campaigns, radio stations and newspapers in hundreds of towns all over the United States help their communities gain a greater safety from the constant menace of fire.

These campaigns strengthen fire departments, building codes, safety ordinances, and stimulate increased activity on the part of civic organizations working to prevent fires and save lives. It is in recognition of such profoundly worthwhile services that the awards have been made annually since 1941.

You are invited to nominate your station for the 1948 awards. All radio stations and all daily and weekly newspapers are eligible. Mention or lack of mention of the National Board will not be a factor in the judging. For entry forms and for suggestions regarding the materials and make-up of the entries, see your local fire chief or write the National Board of Fire Underwriters.

WINNERS FOR 1947—*Awarded May 11, 1948*

GOLD MEDALIST

Station WLS ..... Chicago, Ill.

HONORABLE MENTION CITATIONS

Station KNBC ..... San Francisco, Calif.
Station WSB ..... Atlanta, Ga.
Station KFH ..... Wichita, Kans.
Station KEX ..... Portland, Ore.
Station KELO ..... Sioux Falls, S. Dak.

NATIONAL BOARD OF FIRE UNDERWRITERS

85 John Street, New York 7, N. Y.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Factual and Timely'

EDITOR, BROADCASTING:

BROADCASTING has long been on my "must" list. Even though I may leap-frog through other trade publications, I find the newsy type of material which BROADCASTING carries to be very factual and very timely.

Incidentally, should you ever need any reassurance that BROADCASTING has a wide circulation, I can verify the fact that after your "Respects" article, I received letters from many old friends whom I had not seen or talked to in several years.

George A. Bolas
Tatham-Laird
Chicago

* * *

'One of the Best'

EDITOR, BROADCASTING:

Congratulations on your last issue, the annual "round up." It was a dandy, both content and make up, and altogether one of the best ever.

Bond Geddes
Executive V. P.
Radio Mfrs. Assn.
Washington 4, D. C.

* * *

BMB Pressure

EDITOR, BROADCASTING:

I'm so very grateful that BROADCASTING has at last thrown the spotlight of our press on what appears to be premeditated pressure practices of BMB.

I'm very sorry, after 18 years in radio, to see that certain segments of our industry are apparently going backward.

Whether I am right or wrong, whether BMB is a good or a bad yardstick of coverage, and especially if the latter, pressure through agencies charged with the prudent investment of advertising monies should be strongly decried, not only by all radio stations but by our national association as well. And I urgently ask that NAB issue a statement indicating the extent, if any, of its connection with this recent unfortunate "drive for subscriptions."

Radio's reputation is still good in spite of occasional stunts like this. I say let's preserve it and not give any of the other media a chance to sharpshoot at us because of something for which radio stations, per se, are not responsible but for which the industry may be accused.

Edward C. Obrist
General Manager
WPEN Philadelphia

* * *

Standing TV List

EDITOR, BROADCASTING:

Wouldn't it be a good idea to keep a standing list of TV stations in your television section each week, adding new ones as they come on the air?

Eli Cohan
Joseph Advertising Agency
Cincinnati

[EDITOR'S NOTE: Our YEARBOOK provides basic station lists which are augmented by additional listings in various issues throughout the year one of which is the Telestatus for this issue, page 36. A standing list each issue, we feel, would be duplication and would impose a bit of a space problem.]

* * *

Babson Answered

EDITOR, BROADCASTING:

On Sunday, Dec. 12, Roger Babson in his weekly discussions column took what I considered to be an unwarranted and unfounded jab below the belt at the broadcasting industry.

I'll quote his statement. "Automobile owners enjoy reading illustrated newspaper advertisements of their own and other cars. These printed advertisements are instructive and interesting but the public is tired of listening to the automobile ballyhoo that comes over the radio. Owners are at last beginning to realize that they are paying for these expensive radio programs which expense is added to the price of the cars. It is too bad that the automobile dealers must suffer from these extravagant and mistaken policies of the motor car manufacturers."

For the life of me I can't see why an automobile owner would wax ecstatic over a newspaper ad perhaps showing the ring gear and pinion of a car while a symphonic orchestra or one of the great plays presented by the same automobile manufacturer on the radio would be anathema to the car owner.

In Mr. Babson's reference to the automobile owner paying for these "expensive radio programs," I wonder if he has completely forgotten that it also takes money to do newspaper advertising and that the same owners help to defray THAT expense? . . .

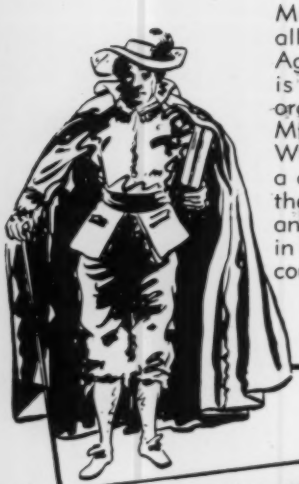
Malcolm Greep
General Manager
WVJS Owensboro, Ky.

The Patroon* of the week

MARY KING

Time Buyer, KUDNER AGENCY, INC.

Miss King, in charge of buying all radio time for the Kudner Agency's New York accounts, is welcomed into the mystic order of the Patroons. Today, Miss King was presented by the William G. Rambeau rep with a certificate of membership in the Honorary Order of Patroons and the deed to a tract of land in the heart of the Patroon country.



*PATROON — Aristocratic Landholder of the Hudson Valley

The FACT of the week

In the great Albany-Schenectady-Troy market, only the WPTR-WBCA combination can give you these bonuses at local rates;
WPTR-AM, 10,000 watts of power night and day;
WBCA-FM serving an area in which there are over 38,000 FM receivers!

WPTR

10,000 Watts of POWER Night and Day

PATROON BROADCASTING CO., ALBANY, N. Y. • • • *Represented by RAMBEAU*

A NEW SOUND EFFECTS CATALOG

presenting

197 *NEW* "SUPER-SOUND EFFECTS"

making A TOTAL OF **885** TRUE-TO-LIFE EFFECTS

at a **NEW LOW PRICE** of only **$2.00** A DISC!

(Formerly $2.50 each . . . and even less in quantities!)

Standard Radio does it again! Here is a major triumph in creative recording and value-giving—197 new, amazingly realistic effects, making a total of 885 Super-Sound Effects—and a new low price of only $2.00 a disc, less quantity discounts!

- 30 new Airplanes effects
- 7 new Animal effects
- 23 new Automobile effects
- 27 new Crowd effects
- 20 new Industrial effects
- 5 new Marine effects
- 7 new Music effects
- 40 new Train effects
- 2 new Weather effects
- 36 new Miscellaneous effects

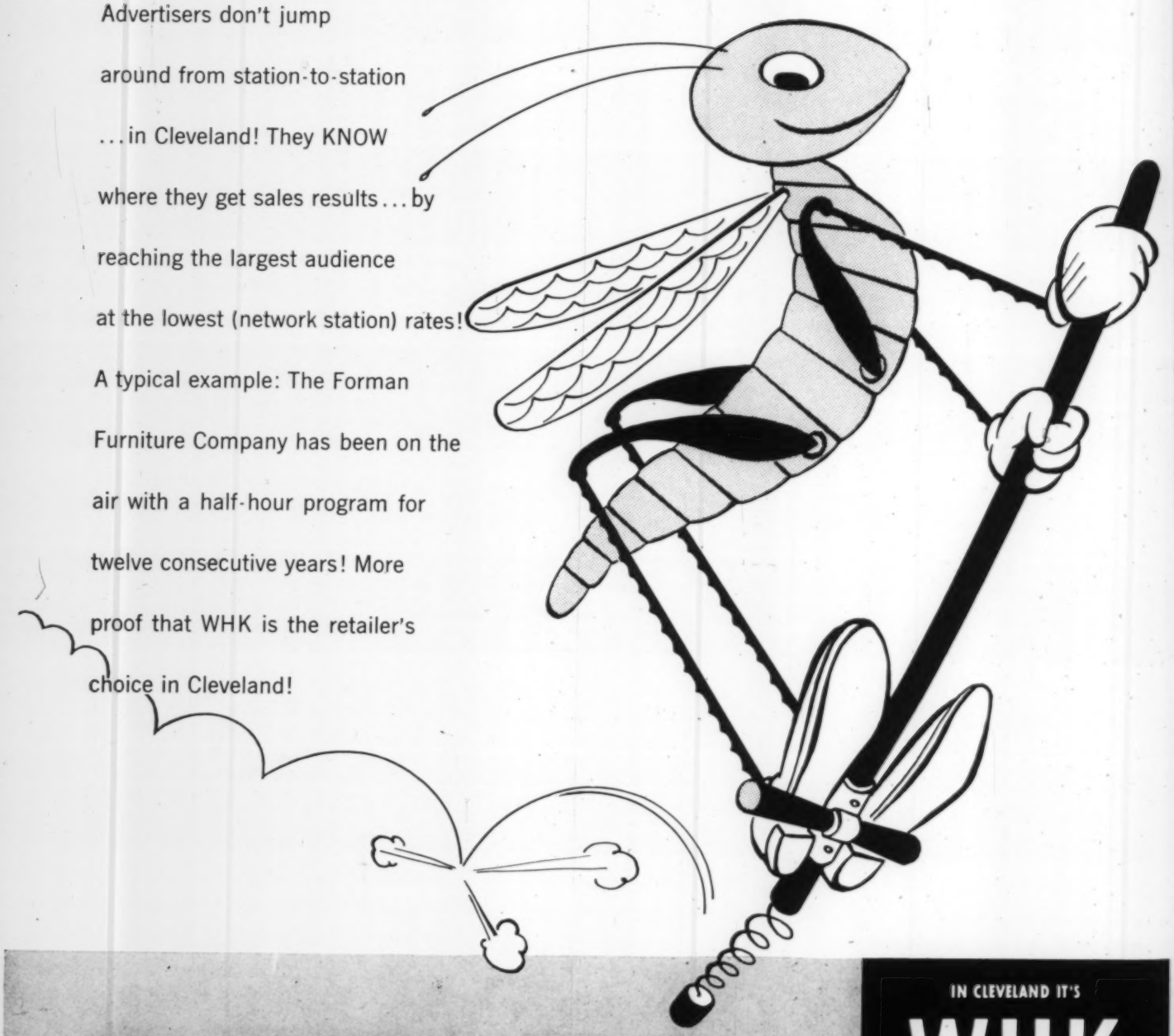
Now Everyone can Afford a Complete Sound Effects Library!

At a price per disc that ranges down to $1.60, you can now afford a Sound Effects Library that is truly complete, one that will meet every possible need! Use the convenient order card to complete your Super-Sound Effects Library—and expect a new thrill when you hear the remarkable results of our new tape-recording methods!

Standard Radio
TRANSCRIPTION SERVICES, INC.
HOLLYWOOD • CHICAGO
NEW YORK

"GRASSHOPPER ADVERTISERS"? NO SIR!

Advertisers don't jump around from station-to-station ... in Cleveland! They KNOW where they get sales results ... by reaching the largest audience at the lowest (network station) rates! A typical example: The Forman Furniture Company has been on the air with a half-hour program for twelve consecutive years! More proof that WHK is the retailer's choice in Cleveland!



YES SIR! THEY STAY ON...

IN CLEVELAND IT'S

WHK

The Paul H. Raymer Co., National Representative

BROADCASTING
TELECASTING

Vol. 36, No. 2 WASHINGTON, D. C., JANUARY 10, 1949 $7.00 A YEAR—25c A COPY

FCC REVAMPING

Hyde to Head Separate Broadcast Panel

By RUFUS CRATER

DIVISION of FCC into three semi-autonomous panels which will have primary authority over their respective fields was tentatively approved by the Commission last week, with Comr. Rosel H. Hyde slated to head the panel handling all broadcast affairs.

The plan, effective immediately upon adoption, expected this week, would establish three three-member panels: Broadcasting, Common Carrier, and Safety & Special Services.

FCC Chairman Wayne Coy would serve on no panel except as an alternate in the absence of others, but would concentrate on administrative functions in the role of executive officer of the Commission.

Slated to serve with Mr. Hyde on the Broadcast Panel are Comrs. George E. Sterling and Frieda B. Hennock. By non-political coincidence, even though it's a Democratic year, the panel thus would be headed by a Republican and controlled by Republicans (Hyde and Sterling).

Illness last Thursday and Friday of Gen. Counsel Benedict P. Cottone, blocked final approval. Comr. Sterling was to return to the Mexico City Radio Conference Friday night, and was to vote by remote control on the final draft order, to be prepared by the General Counsel.

The Broadcast Panel would have sole initial authority over all purely broadcast matters, which include telecast. The other panels have similar authority in their fields.

General rule-making, overall allocations, personnel matters, and other affairs affecting all branches of the Commission would continue the responsibility of the whole Commission, not of any single panel. Presumably the whole Commission will also settle any jurisdictional questions that arise between panels.

The Common Carrier and Special & Safety Services Panels would have the same members but different chairmen. Both panels are slated to include FCC's Vice Chairman Paul A. Walker and Comrs. E. M. Webster and Robert F. Jones.

Mr. Walker, the Commission's senior member and expert on common carriers affairs, would be chairman of the group when it sits as the Common Carrier Panel. Comr. Webster, whose primary interests are in safety and special services, would be chairman when the panel acts on those matters.

The new system provides—and this was one of the principal points of dispute in setting up the plan—that the action of any panel may be appealed directly to the whole Commission. This would be accomplished by the filing of exceptions by the applicant, who thus would automatically be given the right of oral argument before the full Commission.

The panel plan's purpose is to speed action on FCC's workload in all fields. At least two Commissioners felt that the appeals provision would in effect nullify other advantages by keeping the full Commission tied up with exceptions directed against panel actions. They felt each panel should have more complete autonomy, with appeals going straight from the panel to the courts.

Reinstitution of the panel system comes 11 years after Chairman Frank R. McNinch, as one of his first acts when he took office Oct. 1, 1937, abolished the division setup which was then in effect.

At that time the divisions were Broadcast, Telephone and Telegraph; each was composed of two members and the chairman sitting *ex officio*. Such a plan, Mr. McNinch said, had a "divisive effect" tending away from mutual understanding and cooperation.

The original White Bill (S-1333) of May 1947 provided for the establishment of two three-man divisions, one to handle broadcast matters and one for common-carrier affairs. The chairman would have been the Commission's chief executive officer but would serve on neither division.

In hearings on the White Bill, Charles R. Denny, then FCC chair-

(Continued on page 65)

TENTATIVE membership of FCC's Broadcast Panel (l to r): Comrs. Rosel H. Hyde, George E. Sterling, Frieda B. Hennock. Comr. Hyde, senior of group, is slated for election to chairmanship.

BMB

Shakeup, Delay of Survey Possible

By J. FRANK BEATTY

DRASTIC shakeup of BMB and delay of the second coverage survey from next March to early 1950 will come before BMB's executive committee Tuesday in New York.

Broadcasting, agency and advertising circles were ablaze last week with BMB discussions as the whole coverage problem was thrown into the open [BROADCASTING, Jan. 3].

Conferences involving all interests were held in Washington and New York as officials of NAB, BMB, Assn. of National Advertisers, and American Assn. of Advertising Agencies laid the whole situation on the table.

What they saw wasn't at all reassuring, judging by informal reaction, but many agreed that publication of views of BMB critics may lead to steps that will save BMB as well as the NAB itself and all nation-wide radio coverage reports.

The talks went into all phases of the BMB operation, with reiteration of statements that the method of presenting BMB's financial reports does not readily indicate the details of its treasury.

Hugh Feltis, BMB president, issued a categorical reply to statement of BMB critics, as presented in Jan. 3 BROADCASTING (see page 60).

NAB directors learned Wednesday that the situation was serious, if not desperate, when they received a telegram from NAB President Justin Miller asking them to approve change in date of NAB board meeting to Jan. 31-Feb. 1, 2. Last November the board had decided to meet Feb. 14-15 in New Orleans. Judge Miller wired that new and unexpected developments made a change imperative. He termed the developments "vital to NAB."

A majority of the directors voted in favor of the changed date and place but Judge Miller told BROADCASTING a decision on the meeting will not be reached until the BMB executive committee has gone over the whole problem.

Judge Miller went to New York Thursday and remained Friday for a two-day series of conferences with network, BMB, agency and advertiser executives. Accompanying him were A. D. Willard Jr., NAB executive vice president, and Dr. Kenneth H. Baker, director of research.

Meetings were held with network officials, Judge Miller said, to bring them up to date on developments. He said there had been "some talk"

(Continued on page 60)

Opening of Coaxial Cable . . . p. 30

SKYBORN TV

Mixed Results in Day Test

DAYTIME Stratovision was presented to Mid-Atlantic television viewers Thursday by Westinghouse Electric Corp. with results that ranged from "excellent" to "lousy."

The airborne transmitter provided a picture comparable to reliable local TV service in many areas where local stations did not interfere, judging by reports to Westinghouse and the FCC.

On the other hand reception in downtown Washington was marred by persistent interference, especially at the FCC where Commission officers viewed the test. According to FCC and Westinghouse engineers this interference was caused by Washington television signals.

The Stratovision plane telecast on Channel 6. A Commission engineer explained that since this channel is not used in D. C., receiving sets are not adjusted to trap interference from Channel 5 to which WTTG Washington is assigned.

At the FCC's Laurel monitoring station midway between Washington and Baltimore the signal "was comparable much of the time to reliable local service," according to FCC laboratory engineers. Stills and test patterns were "very good," they said, but it was necessary to use an antenna close to the ground to avoid interference from stations on adjacent channels. The plane's signal was good at Laurel when it was transmitting as far away as Lynchburg, Va., about 175 airline miles from Laurel.

A camera shooting through the discolored plastic nose of the B-29 Stratovision plane provided program material part of the time. The shots were taken at a 45-degree angle from a height of four to five miles. The day was clear, aside from normal winter haze. Conditions for aerial photography were poor, but from an engineer's viewpoint the results were satisfactory.

Maj. Carl O. Wyman, of the Marine Corps Electronic Warfare Program, viewed the Stratovision telecasts in Baltimore. He termed the pictures "very good" and "comparable to motion pictures taken under similar conditions."

Maj. Wyman said that from its five-mile height the plane's TV camera transmitted images of sufficient clarity to permit identification of planes, trucks and other objects on the ground. He sees "great possibilities" in Stratovision.

Prior to the test Walter Evans, Westinghouse vice president, reporting for Westinghouse and co-developer Glenn L. Martin Co., declared major technical problems of Stratovision had been solved and the system is ready for commercial development.

Three years of testing show it is a practical and useful method of expanding TV service and provides a variety of relay and other high-frequency functions, he said.

Commercial development awaits public demand for the expanded services offered by airborne broadcasting, Mr. Evans said, along with application of the idea by the radio industry and provision for spectrum facilities.

Final flight tests are about over, according to Mr. Evans, but development of relay and broadcast equipment will continue, based on lessons learned in the tests. Propagation studies for commercial use will be compiled and developmental engineering for standardized equipment will be started.

Mr. Evans' preliminary report said there are no technical restrictions preventing these uses of Stratovision:

1. A coast-to-coast network for regular television and frequency modulation programs.
2. Expanded television coverage for the millions of rural listeners who will be unable to receive television programs for years, if ever, with conventional television broadcasting methods.
3. A military communications system independent of ground conditions.
4. A network for communications systems utilizing high frequencies.
5. A network system for transmitting television programs simultaneously to audiences assembled in theatres or other public places throughout the country.
6. A television network to meet military reconnaissance observation and transmission needs.

Flight tests for the past year have been conducted with a converted B-29. Three public demonstrations were held. Tests were started early in 1945 by C. E. Nobles, 30-year-old inventor of the system.

AGENCY BILLINGS

D-F-S Says It's Tops

DANCER-FITZGERALD-SAMPLE announced last week that according to figures released by the four leading networks, the agency was tops on a list of the 20 leading advertising agencies for gross radio time billing during 1948.

This marks the 15th consecutive year that D-F-S has lead in this field.

The 20 agencies in order of network gross time billed are: Dancer-Fitzgerald - Sample $20,985,510; J. Walter Thompson $10,399,023; Foote, Cone & Belding $9, 474, 328; BBDO $9,245,141; Young & Rubicam $8,814,207; Benton & Bowles $8,750,818; Compton $7,774,349; Wade Adv. $6,242,239; McCann-Erickson $5,279,824; Newell-Emmett $5,185,747; Duane Jones $5,075,384; Ward Wheelock $4,762,320; Biow Co. $4,347,299; Ruthrauff & Ryan, $4,240,810; William Esty & Co. $4,209,235; Sullivan, Stauffer, Colwell & Bayles $4,045,096; Kenyon & Eckhardt $3,094,580; Kudner Adv. $2,773,602; Knox Reeves $2,701,709; Ted Bates Inc. $2,505,142.

BPS Signs 13

THIRTEEN more stations have signed as subscribers to Broadcasters Program Syndicate, according to Bruce Eells, head of Bruce Eells & Assoc., director of the co-operative syndicate plan. Stations are WCSS Amsterdam, N. Y.; KSIG Crowley, La.; KFXJ Grand Junction, Col.; KWDM Des Moines, Iowa; KOOS Coos Bay, Ore.; WMRA Myrtle Beach, S. C.; WHBL Sheboygan, Wis.; CKOC Hamilton, Ontario; KDON Monterey, Calif.; WHBU Anderson, Ind.; WINN Louisville, Ky.; CJGX Yorkton, Saskatchewan; KOLT Scott's Bluff, Neb.

Drawn for BROADCASTING by Sid Hix

"'Bride and Groom' ends with the ceremony. . . . Our program carries on from there!"

Say No 'Mo.'

ONE NATIVE of Independence, Mo., shoved another off the air Wednesday when President Truman broadcast his "State of the Union" message from Capitol Hill. Arthur C. Page, director of WLS Chicago's *Dinner Bell* hour, oldest farm program in America, gave way to the man who had been his classmate at the old Columbian grammar school in Independence in the '90's. Reminiscing after listening to the President's speech, Mr. Page noted that he and "Harry" used to take turns pumping the bellows at a blacksmith shop operated by Mr. Page's father. One of the best patrons of the shop was John Truman, the President's father, who at the time was a horse and mule buyer.

KEESELY IS VP

Gets New Post With L&M

NICHOLAS KEESELY, who has been with Lennen & Mitchell, New York, since June 1948, has been named vice president in charge of radio and television, Ray Vir Den, president, announced.

Mr. Keesely

Mr. Keesely joined the agency originally as manager of the radio department. Prior to that he was with MBS for two years as program sales manager, with CBS for three years in the same capacity, and previous to that was with N. W. Ayer for 15 years as timebuyer, talent head, producer and radio account executive.

MBS CO-OP

Sales Up 12%

MBS co-op program sales showed 12% gain in 1948 over sales of the previous year.

More than 1,900 local sponsors set the new all-high record, totalling more than all of the other networks combined, Bert Hauser, director of co-op programs announced.

At year's end there were 1,316 program sales which were represented by the 1,900 sponsors. The Fulton Lewis program leads with 326 Mutual stations with more than 400 local sponsors. The addition of *Mutual Newsreel*, on Jan. 10, makes a total of 19 programs available for local sponsorship.

Mr. Hauser predicts that approximately 100 stations will have a local advertiser for the program by Feb. 1.

FCC ANNUAL REPORT

Transfers Show Big Increase

A 230% INCREASE in station transfer and assignment applications was registered during fiscal 1948, FCC declared Sunday in its 14th annual report to Congress.

"It is expected that this trend will continue because of the lack of additional frequencies for new installations," the Commission declared. The assignment and transfer applications totaled 425.

Meanwhile, the year brought a 14% gain in AM, FM, and TV authorizations, as compared with a 60% increase recorded during the previous fiscal year [BROADCASTING, Jan. 5, 1948].

Construction Costs

Average current construction costs, as indicated by applications on file, were reported as follows: For AM and FM stations, approximately $50,000 each, including land and buildings; for television stations, about $200,000 each, exclusive of land and buildings.

In a brief summary of developments in the broadcasting field in fiscal 1948, FCC said:

Broadcast authorizations increased 400 over the previous year, bringing the total number of stations in 10 categories to nearly 4,000. Of this figure, 3,163 were major broadcast outlets—2,034 AM; 1,020 FM, and 109 TV. They represented a gain of 239 AM, 102 FM, and 43 TV stations.

The last half of the year witnessed a sudden surge in TV applications and a leveling off of FM requests. Applications for new TV stations for the year almost equaled the number for new AM facilities; FM seekers were less than half the TV number. Texas and California led all states in total outstanding broadcast authorizations in these three categories.

AM broadcast income in 1947 (the most recent year for which statistics were available) was less than the year previous, though the major networks showed a gain.

Slightly more than 1,100 AM stations were affiliated with the four nation-wide networks, and there were more than a score of regional AM networks. Under the impetus of rebroadcast opportunities and expanding coaxial cable and microwave relay facilities, FM and TV networks were developing. Broadcast receivers of all types were nearing the 75-million mark.

Noncommercial educational broadcast stations increased from 38 to 46 and international broadcast stations remained at 37. Television experimental stations jumped from 81 to 124. Remote pick-up and developmental stations decreased slightly.

The broadcast year was marked by authorization of a new broadcast service — facsimile — which was scheduled for commercial operation over FM stations beginning July 15, 1948. Facsimile had been on an experimental basis.

Carrying its report beyond the end of the fiscal year, FCC noted that between Jan. 1 and Aug. 31 last year there were 112 deletions of broadcast authorizations — 36 AM (including three licensed and two other operating stations); 74 FM (including two on the air), and two TV grants. By Oct. 31, outstanding grants were as follows: 2,103 AM, 996 FM, and 124 TV.

The Commission made a slight dent in its workload of broadcast hearing cases during the fiscal year, dropping the total from 759 to 718. During the same period 623 new cases were designated for hearing, 292 were disposed of following hearing, and 372 were disposed of without hearing.

A total of 7,700 broadcast applications were filed, an increase of 2,364 over the previous year. The year closed with 2,555 applications on hand as against 2,209 on June 30, 1947.

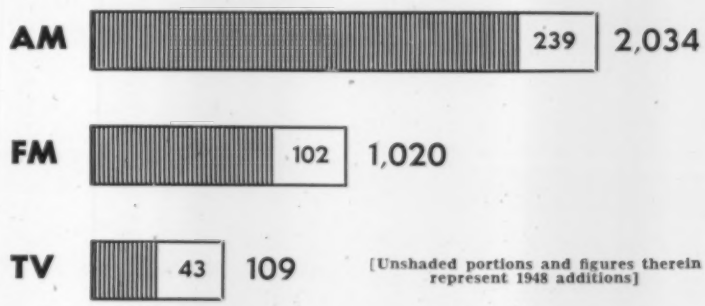
As of last January, the report showed, newspaper ownership or affiliation was indicated in 444 out of 1,887 AM authorizations; in 331 out of 1,010 FM, and in 24 out of 73 TV authorizations. At the same time, 133 communities had four or more AM stations.

The Interdepartment Radio Advisory Committee, which handles assignments to government agencies, "authorized a record number of frequency assignments to Government radio stations," the report declared. Altogether, IRAC processed 11,471 requests.

Much of the Commission's work during the year related to international conferences—FCC furnished delegates or advisers to 15 such sessions and at the end of the year was preparing for some 20 others.

In all fields, FCC had more than 635,000 authorizations on its books: Almost 131,000 radio stations of all types (excluding associated mobile stations), and approximately 505,000 radio-operator authorizations. The total represented an increase of 85,000 during the year and was more than three times the prewar number.

Number of Station Authorizations at Year End



[Unshaded portions and figures therein represent 1948 additions]

WORL's LASKER

Joins Friendly Group

GEORGE LASKER, manager of WORL Boston, has resigned to become general sales manager of the Friendly Group stations effective Jan. 10, according to announcement by John J. Laux, managing director of the group.

Mr. Lasker

In the post, which is newly created, Mr. Lasker will coordinate national and local sales. He will make his headquarters at WBMS, the Friendly Group station in Boston.

The group comprises WPIT Pittsburgh, WSTV Steubenville, Ohio, WKNY Kingston, N. Y., all represented by Joseph Hershey McGillvra; WBMS Boston, represented by Lorenzen & Thompson, WFPG Atlantic City, represented by Burke Kuipers & Mahoney.

RADIO COSTS

79% of Revenue—NAB

U.S. BROADCASTERS' operating expenses rose to 79 cents out of every dollar of total revenue in 1947, and broadcast income before federal taxes declined from 26.5 cents to 21 cents, according to the annual study made by Dr. Kenneth H. Baker, NAB research director, and announced by NAB last Tuesday.

Based on FCC figures to be published later, the study showed a continuing trend upward in costs of materials and services in every category.

While total 1947 expenses increased 5.5% over the 1946 ratio of 73.5% of the total revenue, broadcast income before federal taxes declined from 26.5 cents to 21 cents.

Industry salaries and wages, including talent fees, rose to 46.1 cents of every dollar of broadcast revenue in 1947 (or 58% of the industry's total operating expenses). The 1946 total was 43.2 cents.

The NAB study is made from the FCC summary of the annual financial report (Form 324) required of all licensees. Copies of the study are being mailed to NAB members.

Typical breakdowns of the total study show technical expenses up to 13.5% of total broadcast revenue from 12.1% in 1946, program expenses up to 28.2% from 26.6%, selling expenses up to 11.3% from 11% and total direct expenses connected with broadcasting and sale of programs up to 53% from 49.7%.

BROADCAST EXPENSES EXPRESSED AS PERCENTS OF STATION NET REVENUE FOR ALL COMMERCIAL STATIONS

	Network* Affiliated		Non-Affiliated		Industry* Total	
	1946	1947	1946	1947	1946	1947
Number of Stations	791	944	162	362	953	1306
Technical Expenses						
Salaries & Wages	8.8%	9.8%	10.4%	11.9%	9.0%	10.2%
Repairs of Tech. Equipment	1.2	1.5	1.4	1.5	1.2	1.5
Other Technical Expense	1.8	1.8	2.2	1.9	1.9	1.8
Total Technical Expense	11.8	13.1	14.0	15.3	12.1	13.5
Program Expenses						
Salaries & Wages	10.1	11.3	12.0	14.2	10.4	11.9
Talent Expenses	7.5	7.0	8.6	6.7	7.5	6.9
Royalties & License Fees	3.0	3.1	2.8	2.9	2.9	3.0
Transcriptions & Recordings	1.1	1.4	1.6	2.4	1.2	1.6
Cost of Wire Service	1.0	1.1	1.5	1.5	1.1	1.2
Other Program Expense	3.5	3.5	3.4	3.8	3.5	3.6
Total Program Expense	26.2	27.4	29.9	31.5	26.6	28.2
Selling Expenses						
Salaries, Wages & Comms.	5.7	6.2	9.9	9.5	6.3	6.8
Other Selling Expense	4.6	4.5	5.1	4.4	4.7	4.5
Total Selling Expense	10.3	10.7	15.0	13.9	11.0	11.3
Total Direct Expense	48.3	51.2	58.9	60.7	49.7	53.0
Gen. & Adm. Expenses						
Salaries & Wages	9.7	10.0	12.5	11.5	10.0	10.3
Legal Service	1.1	1.2	1.8	1.7	1.2	1.3
Insurance	.5	.6	.5	.7	.5	.6
Exper. & Develop. Expense	.3	.4	.4	.5	.3	.5
Depreciation & Amortization	2.4	3.0	3.0	4.0	2.4	3.2
Rent	1.7	1.9	2.2	2.3	1.8	1.9
Taxes—except Federal	1.5	1.5	1.7	1.7	1.5	1.5
Losses on notes, accounts, etc.	.2	.3	.4	.9	.3	.4
Other Gen. & Adm. Expense	5.8	6.2	5.6	6.8	5.8	6.3
Total Gen. & Adm. Expense	23.2	25.1	28.1	30.1	23.8	26.0
Total Broadcast Expense	71.5	76.3	87.0	90.8	73.5	79.0
Broadcast Income (before Federal Income Taxes)	28.5	23.7	13.0	9.2	26.5	21.0
Total Broadcast Revenue	100%	100%	100%	100%	100%	100%

*Does not include the operations of 11 key stations of nation-wide networks since the reports filed by them with the Commission do not show adequate segregations of expenses between station and network operation.

CONGRESS

Truman Message, Bills Involve Radio

By ED KEYS

AMONG the hundreds of bills dropped in the Congressional hopper during the first week of the 81st Congress were a number concerning the radio industry. Matters affecting the industry also received attention from President Truman in his "State of the Union" message, delivered to Congress Jan. 4.

Rep. William Lemke (R-N.D.) again called attention of Congress to the demands of FM factions with the introduction of H. J. Res. 65. The bill, similar to the one he introduced in the 80th Congress, called for the assignment of a section of the 50 mc band to FM. The measure was referred to the House Interstate and Foreign Commerce Committee.

Time Squabble

Rep. Joseph P. O'Hara (R-Minn.) touched off the perennial "Battle of the Clocks" Jan. 4 with introduction of a bill to outlaw "fast time" nationally. He advocated the establishment of standard time as the official time measure for the entire nation.

A 1918 statute, permitting daylight saving time during the summer months, would be amended under provisions of his bill.

But, the following day a "fast time" advocate, Sen. J. Howard McGrath, chairman of the Democratic National Committee, introduced S-135 to authorize daylight saving time in the District of Columbia.

Sen. Scott Lucas (D-Ill.), who will be majority leader of the Senate, introduced for himself and Sens. Herbert R. O'Conor (D-Md.), Ralph E. Flanders (R-Vt.), and Raymond E. Baldwin (R-Conn.), a bill to increase the pay of the President, Vice President, Speaker of the House and heads and assistant heads of executive departments and independent agencies. The bill provides for raises of FCC commissioners to $17,500 a year. They now get $10,000.

Earlier a Senate Civil Service Subcommittee [BROADCASTING, Dec. 27, 1948] had proposed a rate of $16,500 but later made an upward revision.

The subcommittee, composed of Sens. O'Conor, Flanders and Baldwin, agreed the measure should be enacted into law before Jan. 20. Unless passed by that time—the date of President Truman's inaugural—the $25,000 a year pay raise provided for the President in the measure could not under law become effective during his new term.

President Truman, who had previously advocated the raises for some 222 top federal executives, last Thursday again urged Congress to take prompt action to prevent the government from losing more capable workers.

Inadequate Salaries

In a letter to Congress, President Truman said that "inadequate salaries have long made it difficult to obtain and hold able men for positions of greatest responsibility in the government service. For most of those positions there have been no pay increases in many years. In the meantime other salaries in both government and private industry have risen sharply and opportunities for larger compensation in private industry have greatly expanded.

"In recent years the difficulties of obtaining and holding the best qualified citizens for official positions has definitely impaired the government service. This condition has now progressed to the point where it constitutes a serious threat to the efficiency of the government."

In his "State of the Union" message Jan. 4, President Truman told Congress that the nation's prosperity is threatened by inflationary pressures at a number of critical points in the economy.

He recommended, in part, that Congress enact legislation to (1) continue the power to control consumer credit and enlarge the power to control bank credit; (2) authorize priorities and allocations for key materials in short supply; (3) provide standby authority to impose price ceilings for scarce commodities basically affecting essential industrial production or the cost of living; (4) authorize the use of government funds to build up such industries as steel if private firms do not expand rapidly enough.

In recommending tax legislation to bring an additional $4 billion of government revenue, he expressed the view that this should come principally from additional corporate taxes, a portion from revised estate and gift taxes. He felt that consideration should be given to raising personal income tax rates in the middle and upper brackets. Congressional income tax experts interpreted the middle bracket to be the $5,000 plus group.

President Truman called for repeal of the Taft-Hartley act and re-enactment of the Wagner Act, with amendments to prohibit jurisdictional strikes and "unjustifiable" secondary boycotts.

Rep. Robert Crosser (D-Ohio), slated for appointment as chairman of the House Interstate and Foreign Commerce Committee, Jan. 3 introduced a bill, H. R. 35, to amend the Communications Act so as to permit the use of Coast Guard stations for the reception and transmission of commercial messages. It was referred to the House Commerce Committee.

The same day Rep. W. R. Posage (D-Tex.) introduced a measure, H. R. 13, to require that published or broadcast political statements concerning candidates for public office contain information relating to sponsorship and cost.

Two bills were introduced during the first few days of the new Congress to repeal federal taxes on

(Continued on page 61)

Nominee for Commerce Chairmanship

SEN. EDWIN JOHNSON

COMMITTEES

Majority Party Shuffles

THE MAJORITY party of the new, reshuffled Congress last Wednesday named its choices for Senate committee posts.

Sen. Edwin C. Johnson (D-Col.) was recommended for chairman of the Interstate and Foreign Commerce Committee, which considers legislation relating to communications.

Democratic members recommended for reappointment to the Commerce Committee were Sens. Ernest W. McFarland (Ariz.), Warren G. Magnuson (Wash.), Francis J. Myers (Pa.), Brien McMahon (Conn.).

Recommended as new Democratic committee members were Sens. Herbert R. O'Conor (Md.), Lyndon B. Johnson (Tex.), Estes Kefauver (Tenn.).

The addition of the three Democratic members will create an 8 to 5 party ratio, as compared to a 7 to 6 ratio used during the Republican controlled 80th Congress.

One Republican vacancy on the committee will be filled. Sen. John W. Bricker (R-Ohio), according to informed sources, appeared late last week to hold the edge among contenders for this seat.

Past GOP committee members who will probably reclaim their seats are Sens. Charles W. Tobey (N.H.), Clyde M. Reed (Kans.), Owen Brewster (Me.), and Homer E. Capehart (Ind.).

The names of 15 Democrats and 10 Republicans were approved by the House last Wednesday to constitute the Ways and Means Committee. Democratic members of this committee will act as their party's Committee on Committees to recommend House committee appointments. A special Committee on Committees performs this job for the Republicans.

The list of Democratic recommendations was scheduled to be presented to the Senate for confirmation last Friday.

Action on recommendations of the two parties in the House was not expected for another week.

Democrats recommended for seats on the Senate Committee on Expenditures in Executive Departments, which scrutinizes the FCC budget, are Sens. John L. McClellan (Ark.), chairman; James O. Eastland (Miss.), Clyde R. Hoey (N.C.), Glen H. Taylor (Idaho), Herbert R. O'Conor (Md.), Russel B. Long (La.), and Hubert H. Humphrey (Minn.). Both Sen. O'Conor and Long are new to the committee.

Nominated by the Democratic Steering Committee for seats on the Labor and Public Welfare Committee and to the Senate were Sens. Elbert D. Thomas (Utah), chairman; James E. Murray (Mont.), Claude Pepper (Fla.), Lister Hill (Ala.), Matthew M. Neely (W. Va.), Paul H. Douglas (Ill.), and Humphrey. The latter three Senators are new to both the committee and to the Senate.

Members Designate of Commerce Committee

Sen. Bricker

Sen. L. B. Johnson

Sen. O'Conor

Sen. Kefauver

INAUGURAL PLANNING

TOP CBS newsmen (l to r), Ted Koop, Edward R. Murrow and Wells Church, check Inaugural plans in front of the White House. Unfinished stands are in the background.

* * *

POSITIVE PROOF that the living rooms of American radio and television fans are the best possible vantage point to watch and hear history in the making is expected as the result of comprehensive industry plans for coverage of the Presidential Inaugural Jan. 20.

Kenneth D. Fry, Inaugural radio director, estimates that at least 550 radio and television men—commentators, announcers, cameramen, rewrite men, engineers, reporters, directors, electricians—will be bringing a word and visual picture into millions of homes throughout the nation.

Audiences in the midwest will get their first major on-the-spot news telecast from the nation's capital as President Harry S. Truman begins his second White House term—the first to which he has been elected.

A pooled telecast of the proceedings [BROADCASTING, Dec. 20] will be received by the stations of the four eastern and midwestern video networks, linked Jan. 11 by coaxial cable. (See page 31.)

Plans have been made by NBC to provide radio coverage from a blimp soaring over the parade route. That network reportedly is also considering telecasts from airplanes. CBS plans to originate broadcasts from a helicopter.

In the words of Mr. Frey: "There is only one place I know of that has been overlooked. No one thus far has planned coverage from a manhole." He explained that this "low level coverage" had been attempted during the 1936 Inaugural by A. A. Schechter, now Mutual vice president of news and special events.

The television pool is in charge of Adolph Schneider, NBC-TV news and special events director. He will be assisted by Michael Roshkind, ABC manager of special events; James Caddigan, DuMont director of programming, and Robert Bendick, CBS assistant news and special events director.

A committee to coordinate the engineering operations of the pool has been established under Mr. Schneider with Rodney Chipp, DuMont engineering director, as chairman.

A comprehensive committee on public relations, comprising representatives of radio, television and other media, will play an important role in the Inauguration.

Melvin D. Hildreth, general chairman of the Inaugural committee, has announced that Mr. Fry is radio director of the 94-man public relations group.

Mr. Hildreth also announced that the American Federation of Musicians, with permission of President James C. Petrillo, would provide the services of three famous bands as labor's contribution to Mr. Truman's Inauguration. (Mr. Petrillo is chairman of the National Music Committee of the Inaugural Committee.) With AFM's consent the orchestras of Guy Lombardo and Benny Goodman will play for the Inaugural Ball. A third band, as yet unnamed, will also be on hand. Mr. Petrillo has also given the green light to Lionel Hampton for a band appearance at the Inaugural Gala, according to Carter Barron, special events committee chairman for the Inauguration.

Production and talent committee within the latter committee includes George Heller, AFRA; Lawrence Tibbett, AFMA; Henry Jaffe, AFRA, and Dewey Barto, AGVA, among others. Mr. Barron said that stars slated to appear at the Gala include George Jessel, Gene Kelly, Jane Powell and Kay Starr.

Among radio personnel serving on the public relations committee are: H. R. Baukhage, Morgan Beatty, Kenneth H. Berkeley, Walter Compton, George E. Connery, Ruth Crane, Kenneth Crawford, George Creamer, Arthur F. Feldman, Kenneth D. Fry, Earl H. Gammon, Earl Godwin, Joseph C. Harsch, John S. Hayes, Raymond Z. Henle, William Hillman, Robert H. Hinckley, Eugene Juster, Theodore Koop, Anthony Muto, William R. McAndrew, Robert M. Menaugh, Drew Pearson, Bryson B. Rash, Norman Reed, Frank M. Russell, Edward E. Scovill, Hollis M. Seavey, Eric Sevareid, Frederic Shawn, Robert Sherrod, Ben Strouse, Albert Warner, George Y. Wheeler.

FIRE AWARDS

NBFU Receiving Entries

THE NATIONAL Board of Fire Underwriters is receiving nominations for the annual Gold Medal Awards to radio stations for outstanding public service in fire prevention.

Nominations may be made by any citizen or public official, community group, fire chief, local insurance boards, safety councils or by station managers. Explanatory brochures are now being mailed to stations and other interested groups.

Entries should include scripts, recordings, letters of commendation and other evidences of public service. Closing date is Feb. 28, 1949 and entries should contain material covering Jan. 1 to Dec. 31, 1948.

WLS Chicago won the award last year for the third time with its intensive fire safety campaign aimed at midwestern farms. Because such programming is an integral part of its public service activities, WLS has announced it will not be a candidate for the 1949 award.

NBC Promotes Watson

CARL M. WATSON, who rose in 10 years from page to coordinator of publicity and promotion for NBC affiliated stations, has been promoted to assistant manager of continuity acceptance. Mr. Watson will supervise radio program material, in order that Stockton Helffrich, continuity acceptance manager, may devote more attention to the applications of NBC's program policies in video programs.

D-F-S ABSORBS

RWC's N. Y. Accounts To Be Taken Feb. 1

EFFECTIVE Feb. 1, the New York office accounts and personnel of Roche, Williams & Cleary will be absorbed by Dancer-Fitzgerald-Sample, New York.

R. A. Porter, vice president and general manager at RW&C, has already transferred to D-F-S as vice president. On Feb. 1, Harold F. Kemp, radio director and Ray Cabrerra, vice president, will also join D-F-S, along with most of the dozen or so office personnel.

Mr. Porter

Among the accounts D-F-S will absorb is the Lewis-Howe Co., St. Louis (Tums and NR Tablets), which last week announced its appointment of D-F-S effective Jan. 31. Show Productions, D-F-S radio department, will handle the new *Alan Young Show* sponsored by Tums, starting on NBC on Jan. 11.

Other accounts to be taken over by D-F-S are the G. N. Coughlan Co. (Chimney Sweep), West Orange, N. J.; Lee Pharmacal Co., California; and Pearson Pharmacal Co., New York.

HT TELEGENIC

Sarnoff Compliments Truman

PRESIDENT TRUMAN is a fine subject for television, RCA and NBC board chairman David Sarnoff said Thursday following a call at the White House, because he "doesn't try to act or play Hollywood."

Gen. Sarnoff said he had viewed the President on TV as he delivered his Wednesday noon message to Congress. He congratulated Mr. Truman on his television demeanor.

Gen. Sarnoff recalled that he had suggested to the late President Roosevelt early in his administration that he should act before the microphone as though he were addressing three or four people. "Just be yourself," he had advised.

Though Gen. Sarnoff leaves this week on the *Queen Mary* for a business trip to Europe, he said the trip had no connection with his White House visit which he described as a courtesy call on the President.

While in Europe he will testify before a House of Commons committee on nationalization of British communications. He had been invited to testify on technical aspects by both the government and communication interests. The nationalization plan has already been adopted, he said. He added that he would visit other countries if time permitted.

MILLER NAMED

NBC Night Video Manager

WILLIAM BURKE MILLER, NBC television program director, has been appointed night television manager, it was announced Wednesday by Carlton D. Smith, director of television operations. In his new post, Mr. Miller will report to Warren Wade, national production manager.

Mr. Miller

Mr. Miller joined NBC television staff May 20, 1947, after 20 years with the network.

TV SET OUTPUT

Announced by GE

TELEVISION set production at the GE Electronics Park plant has reached a rate of 200,000 a year, according to a yearend statement of Dr. W. R. G. Baker, vice president of the company. More than 3,000 of the plant's 7,100 employes are working on video receivers or television station equipment, Dr. Baker said.

With a prediction for the new year, Dr. Baker estimated that "Television receiver billings at the retail level will exceed $650 million in 1949."

CAPITAL GAINS 'LOSS'

Treasury Says No Relief in Sight

THE MANY radio artists dreaming of tax relief under a capital gains scheme had a rude awakening last Monday. The Treasury ruled that proposals of radio artists and others to sell their personal services as property would not be treated as capital gain to permit lower taxes.

Charles Correll and Freeman Gosden, the Amos 'n' Andy team, appeared to be the only performers safely under the wire.

Informed sources had previously indicated [BROADCASTING, Dec. 6] that the Amos 'n' Andy team, which led the crusade to the Internal Revenue office might be the only ones left on safe ground after the flood of relief appeals had passed.

Amos 'n' Andy Safe

Regardless of what action may follow in other cases, it is felt highly improbable that the Internal Revenue Bureau would reverse its long standing policy of refusing to act retroactively.

Jack Benny had switched his "incorporated" show from NBC to CBS [BROADCASTING, Nov. 29] and stood to realize hundreds of thousands of dollars in tax savings, if the bureau accepted it as a capital gains deal.

The disappointment for Mr. Benny was contained in a statement issued by George J. Schoeneman, Commissioner of Internal Revenue, indicating that the artists would not be allowed the flat 25% capital gains tax on deals involving personal services.

If the facts show the sale is one of "personal services" rather than property, they will be taxed at the regular income tax scale of 77% on sums exceeding $1 million.

The Revenue Act prohibits dissemination of information on specific cases, but there was little doubt that the Benny negotiations had prompted the official clarification.

Internal Revenue Statement

Comr. Schoeneman issued the following statement:

"The tax effect of any business transaction is determined by its realities.

"Accordingly, proposals of radio artists and others to obtain compensation for personal services under the guise of sales of property cannot be regarded as coming within the capital gains provisions of the Internal Revenue Code.

"Such compensation is taxable at ordinary income tax rates."

Internal Revenue officials said the explanation was in response to "numerous inquiries."

Refuting accounts that it would give the radio comedian $4 million to switch to its network, CBS, in a statement issued Dec. 31, announced it will pay Mr. Benny $1,356,000. According to network officials, CBS is paying $2,260,000 for the total stock and assets of Amusement Enterprises Inc., but that Mr. Benny "personally owned not all but only 60% of the stock." Some quarters credit Mary Livingstone, Mr. Benny's wife, with owning a sizeable portion of the remaining 40% of the stock.

Federal and State Taxes

Mr. Benny under such an arrangement would, according to a rough estimate, pay about $700,000 in federal taxes on the $1,356,000. He would be nicked, in addition, for California state taxes.

Some quarters have felt that the performers being wooed to CBS would not have been willing to enter into capital gains transactions without some assurance from CBS that they would be protected in event the Revenue Bureau ruled their deals involved personal income rather than capital gains [BROADCASTING, Jan. 3].

Frank Stanton, CBS president, emphatically denied such an arrangement had been agreed to and identified such reports as "utterly fantastic."

Mr. Stanton maintained there was nothing in the contract to that effect and that "no side or verbal agreements" had been made. He indicated that henceforth the matter must be resolved by Mr. Benny and the Internal Revenue Bureau.

It was in a capital gains deal that CBS last fall acquired the Amos 'n' Andy show. The theory behind the sale had been that the network had purchased a trade name which could be continued even if its originators drop out. The fact that the Benny show requires the presence of Mr. Benny was believed to be the chief reason his bid was rejected.

NBC has announced flatly it will not make comparable offers to performers until the Revenue Bureau position has been made clear.

Two-Year Run

Although it was anticipated that the Internal Revenue ruling would subdue the tax-saving craze, the controversy over current cases was expected to run, less spectacularly, for about two more years.

The Benny faction has contended that the CBS purchase of Amusement Enterprises Inc., carries rights to the use of characters, scripts, etc., as in the Amos 'n' Andy case and therefore is clearly a capital-gain transaction.

Mr. Benny may still believe his is a capital gains case when he files his tax return. If his return is disputed by the Internal Revenue Bureau, he may appeal his case to the U. S. Tax Court in Washington, D. C.

If he includes the sale as a capital gain in his 1948 tax returns, the matter will probably not reach the U. S. Tax Court for six months to a year. If it is part of his 1949 returns, it will be an estimated one to one and a half years before it reaches the court.

Other top-flight NBC stars reportedly approached with similar capital gains deals include Bing Crosby, Edgar Bergen, Fibber McGee and Molly, and Phil Harris and Alice Faye.

Not only radio artists have sought relief under the capital gains method. By using it, Gen. Dwight D. Eisenhower was able to keep half of the $1 million he earned on his recent book *Crusade in Europe*, published by Doubleday.

Up to Dec. 30, CBS' Frank Stanton was intent upon making further talent raids on competing networks.

"At year's end," Mr. Stanton said, "negotiations were being carried forth to add other prominent artists and programs to the schedule."

Mr. Stanton indicated that CBS also intended to continue creating its own new programs and developing new stars.

BATTLE OF STARS

A Running Account

QUICK GLANCES at the files of BROADCASTING provide a running account of the classic NBC-CBS "Battle of the Stars." It runs like this:

● BROADCASTING, Sept. 6—Tripartite negotiations among CBS, Lever Bros., and the Music Corp. of America looking toward sale to CBS of services of Amos 'n' Andy and subsequent leasing of stars as technical advisors to giant soap and drug firm nears completion. Sale reportedly in neighborhood of $2 million.

● BROADCASTING, Sept. 13 — First deal of its kind in big-time radio and another precedent established by team of Freeman Gosden and Charles Correll announced last week by Lever Bros. with "sweeping shift" in its radio program schedule, including shift of Amos 'n' Andy from NBC to CBS. General reshaping of radio setup included *Bob Hope Show*, *Big Town* and *My Friend Irma*.

● CLOSED CIRCUIT, Sept. 13—CBS acquisition of Amos 'n' Andy, largest package deal in radio annals, is regarded as forerunner of other acquisitions by networks of top-rated shows.

● CLOSED CIRCUIT, Oct. 4—CBS negotiations looking toward acquisition of Edgar Bergen (and sidekick McCarthy) on basis similar to recent $2 million purchase of Amos 'n' Andy reportedly in progress.

● BROADCASTING, Oct. 11—Some of the biggest names in network talent have besieged U. S. Dept. of Internal Revenue for opinions as to whether they can legally follow pattern set by Amos 'n' Andy. Doubtful many will meet requirements as Amos 'n' Andy convinced bureau they were property of an exclusive nature and thus gained approval. Fine legal technicalities exist as to capital gains. This point makes it doubtful that many stars or lesser personalities could meet Uncle Sam's requirements.

● BROADCASTING, Nov. 15— Explanation of methods used by radio and movie talent to reduce income taxes through sales of their services as a "business" demanded of Internal Revenue Commissioner by Sen. Styles Bridges (R-N. H.). Network battle-royal for top-flight talent went into weekend with NBC apparently victor in the CBS foray for Jack Benny but still faced with a series of fights to protect other performers. CBS conceded loss of the Benny battle late in the week but unofficially claimed to be in the running for Edgar Bergen. Others reported seeking capital gains deals or inviting offers from CBS, ABC or MBS include Bob Hope, Fibber McGee and Molly, Ed Gardner, Red Skelton and Gildersleeve. Niles Trammell, NBC president, reportedly on West Coast protecting talent lineup.

● BROADCASTING, Nov. 22—Decampment from NBC of Jack Benny, Edgar Bergen and Phil Harris-Alice Faye team—three fourths of heretofore dominant Sunday night program power of network—for CBS seemed likely last week. Unofficially learned CBS has virtually succeeded in luring Mr. Benny to its fold by means of a capital gains purchase.

● BROADCASTING, Nov. 29 — Jack Benny program will move to full CBS network Jan. 2 in Sunday 7-7:30 p.m. period it had occupied on NBC, CBS announced Friday. Everybody but principals willing to concede Phil Harris and Edgar Bergen shows would move to CBS early next year. NBC President Niles Trammell announces NBC will continue to refuse to purchase stock in so-called production companies until U. S. Treasury says such transactions

(Continued on page 85)

SUNDAY NIGHT HOOPERS

First Round to CBS

By ED JAMES

IN THE STATISTICAL judgment of Hooperatings, NBC last week was groggy from the new CBS Sunday punch.

CBS, with its reorganized Sunday evening schedule built around captured NBC stars, also captured sizeable portions of the radio audience. On Jan. 2—the night of the most drastic network program switch in recent history—NBC led CBS in only one show—Fred Allen over the CBS mystery, *Sam Spade* —and that by a narrow margin.

The Hooper story for the 6:30-8:30 p.m. critical hours of Sunday was as follows:

6:30-7 p.m.: CBS—Spike Jones for Coca-Cola, 10.4 rating; NBC—Ozzie & Harriet for International Silver Co., 8.2.

7-7:30 p.m.: CBS—Jack Benny for American Tobacco Co., 27.8; NBC—Horace Heidt for Philip Morris & Co., 11.7.

7:30-8 p.m.: CBS—*Amos 'n' Andy* for Lever Bros., 19.3; NBC—Phil Harris-Alice Faye for Rexall Drug Co., 14.5.

8-8:30 p.m.: NBC—Fred Allen for Ford Dealers of America, 12.3; CBS—*Sam Spade* for Wildroot Co., 11.2.

NBC Hooper Down

Against the new opposition of the *Spike Jones Show*, moved last Jan. 2 to the Sunday 6:30 time from its former place at Friday 10:30-11 p.m., NBC's *Ozzie & Harriet* lost 4.3 rating points below its position of two weeks before, the latest previous Hooperating period. Mr. Jones and company gained 2.6 points over his previous rating in the Friday spot.

Mr. Benny's Hooperating was improved by his transfer of networks. His 27.8 on Jan. 2 was 2.2 higher than that for his Dec. 19 broadcast on NBC. Mr. Heidt, moved into the difficult position opposite Mr. Benny, suffered a decline of 5.6 points below his Dec. 19 rating in his former post, Sundays 10:30-11 p.m.

Amos 'n' Andy, preceded by the powerful Benny audience pull, got a rating 5.7 points higher than that for its Dec. 19 broadcast. NBC's *Harris-Faye Show* fell 4.9 points below Dec. 19. Of all the Sunday evening schedule, these were the two CBS-NBC shows which on Jan. 2 remained in the same time spots.

NBC's Fred Allen, in a time half an hour earlier than formerly, dropped 2.2 points below his Dec. 19 rating in his accustomed 8:30-9 p.m. spot. CBS *Sam Spade*, who used to confront Edgar Bergen before the ventriloquist's "retirement," picked up 1.2 points against his new opponent, Mr. Allen.

The one sustainer which NBC, at virtually the last moment, substituted in its 8:30-9 p.m. time, which was vacated by the move of Mr. Allen to Mr. Bergen's former 8-8:30 time, got a 6.3 Hooperating, against an 8.7 scored by the CBS *Life with Luigi*, also new to the time.

Advertising Campaigns

Both CBS and NBC indulged in one of the most expensive program advertising campaigns in recent history to promote the changes in their Sunday schedule, a factor which failed to explain a collateral phenomena last Jan. 2. Without special build-up, ABC's lavish giveaway, *Stop the Music*, scored the second highest Hooperating of any Sunday evening show.

In the second half hour of its 8-9 broadcast, *Stop the Music* got a Hooperating of 20.2, against NBC's one-shot *Voices and Events of 1948* and CBS's *Life With Luigi*.

The first half of *Stop the Music* outscored its opposition of Fred Allen and *Sam Spade* with a 15.2 rating.

With the first engagement fought, and the dismal Hooper communique digested, NBC settled down for a long Sabbath-shattering battle.

Another bit of worrisome news was that Sterling Drug was contemplating cancellation of *Manhattan Merry-Go-Round*, Sundays 9-9:30 p.m. on NBC, a program it has sponsored for 16 years.

If Sterling quits, NBC would be left with the entire 8:30-9:30 p.m. period on its hands. It was known that several advertisers were regarded as firmly prospective buyers of either the whole hour or part of it. Until the Sterling decision to stay or quit was made, NBC scheduled a new dramatic program for the 8:30-9 p.m. period and stood by the *Merry-Go-Round* at 9-9:30.

The new show, the *NBC Theatre*, will be produced in cooperation with the Screen Directors Guild and will consist of half-hour adaptations of successful movies. The first, "Stage Coach," starring John Wayne, was to be heard last night (Jan. 9). Each week the director of the film will appear on the radio show. The Screen Directors Guild will make the selections of films for adaptation and will be paid an unknown price by NBC.

Crimp in CBS Plans?

Meanwhile, speculation was rife, following the Internal Revenue decision on Mr. Benny's capital gains purchase by CBS (see story, page 26), as to whether a crimp had been put in Columbia's plans for acquiring other performers.

It was known that until a fortnight ago, when the government turned up its nose at Mr. Benny's request, CBS had been pursuing other NBC luminaries with offers of purchases similar to Mr. Benny's.

With such deals precluded by the new Internal Revenue ruling, it was believed that at least some of the CBS negotiations had stalled. Observers acknowledged, however, that other inducements such as desirable time periods might be offered by CBS in place of the now impossible capital gains deal and that it was not unlikely that some NBC stars would be tempted to leave.

Reported Price

Reports that Mr. Benny's purchase price had been $4 million were vehemently denied by CBS. In an official statement, the network explained that the assets and stock of the comedian's Amusement Enterprises Inc. had been bought for only $2,260,000.

CBS pointed out that Mr. Benny owned only 60% of Amusement Enterprises Inc. and therefore his share of the purchase price was $1,356,000. Taxed as income rather than as a capital gain, that figure will probably produce about $1 million revenue for the government and about $350,000 for Mr. Benny.

The network also denied rumors that it had given Mr. Benny stock in CBS as a hedge against an adverse Internal Revenue ruling.

SALES PRACTICES

NAB Studies Problems

REVAMPING of broadcast sales practices to stop stations from competing with themselves was advocated Thursday by the NAB sales managers executive committee, opening a two-day meeting at NAB Washington headquarters. Committee chairman Eugene S. Thomas, WOIC Washington, presided.

Going into the whole problem of sales and rate practices, the committee was told that agencies and representatives handling national time are protesting rate practices that purportedly drive business to other media.

Stations maintaining two rates—general and retail, or national and local—were said in some cases to be defeating the purpose of the dual rate structure by permitting national advertisers to use tactics that permit them to buy time at the lower or local rate.

Devices Pointed Out

This was attributed in some cases to local salesmen who advise national advertisers to place business through them. Such devices as routing through a local distributor are employed, the committee was told. Thus national time is diverted from agencies and representatives, with the agencies often deciding to move into other media and drop radio.

An educational campaign was proposed to inform stations of the effect of such methods.

Preparation of a manual on sales practices, to be published as soon as possible, was proposed on rec-

(Continued on page 57)

FIVE-MAN NAB board committee will meet early in February to draw up first phase of NAB reorganization plan [BROADCASTING, Jan. 3]. All facets of the industry are represented. Left to right: Henry W. Slavick, WMC Memphis; John F. Meagher, KYSM Mankato, Minn.; Clair R. McCollough, WGAL Lancaster, Pa., chairman; Paul W. Morency, WTIC Hartford; Everett L. Dillard, WASH Washington.

ABC CHANGES

Jahncke, Wilson VP's, Barry Shifts

ELECTION of two ABC vice presidents and the reassignment of Charles C. Barry as vice president in charge of television were announced last week by the network. Mr. Barry had been scheduled to take command of western operations.

Ernest Lee Jahncke Jr. was elected vice president in charge of the stations department for both radio and television, and J. Donald Wilson was elected vice president in charge of programs.

Mr. Barry, whose appointment as successor to Don Searle, retired vice president in charge of the Western Division of ABC, was announced a month ago, will remain in New York to direct the network's television activities, and will report to Robert E. Kintner, executive vice president.

Paul Mowrey continues as national director of television for the network.

As a result of the change in Mr. Barry's assignments, Frank Samuels, ABC West Coast sales manager, will be acting head of West Coast operations. John Edwards will serve as acting head of programs on the West Coast, the former job of Mr. Wilson, who will make his headquarters in New York as program chief.

Mr. Wilson

Mr. Barry

Mr. Jahncke

* * *

Expanded Video Plans

The decision to retain Mr. Barry in the East and place him in overall supervision of television was made in view of expanded plans for ABC video, according to Mr. Kintner.

Mr. Barry was vice president in charge of programs before his now abrogated appointment as West Coast chief. He has been chief of television as well as radio programming for the network since July 1, 1946.

Mr. Jahncke, who has been with ABC since his release from duty with the Navy, in which he was a commander, became manager of television station relations several months ago following the transfer of John Norton, who had been vice president in charge of the stations department, to the vice presidency of the midwestern division.

At that time Otto Brandt was named manager of station relations. With the elevation of Mr. Jahncke to a vice presidency in overall charge of the stations department, Mr. Brandt becomes national director of station relations for both television and radio.

A graduate of the U. S. Naval Academy, Mr. Jahncke was in the traffic department of NBC from 1937 to 1941 when he went on active duty with the Navy.

Mr. Wilson, formerly a freelance director and producer in Hollywood, has been with ABC for a year and was appointed head of programming a month ago at the time of the decision to move Mr. Barry to the West Coast.

Other Appointments

Several other executive appointments at the network were also announced. Morgan Ryan, former member of the program sales department, was named eastern program manager and program manager of WJZ New York; Harold Morgan Jr., former budget officer, was appointed business manager for television; Geraldine Zorbaugh and William R. White, of the legal staff, were made assistant secretaries of the company; Charles Harrell, former eastern program manager, was made an executive producer of television, and Anne Kelly, in the program department of WJZ, was named assistant program manager of the station.

TURKEY DAY SHOW

On CBS Tops in Audience

THE CBS *Thanksgiving Festival* received the highest audience ratings, according to A. C. Nielsen Co., New York Marketing Research Organization.

CBS, the network that established the tradition of specially-created, star-studded holiday shows, received a total audience rating of 22.7% as against 20.8% for the same type of show on NBC for the same period, Thursday, Nov. 25, 4-6 p.m.

The CBS show was sponsored by Wm. Wrigley Jr. Co., Chicago, through Arthur Meyerhoff, also Chicago. NBC's Thanksgiving frolic was sponsored by Elgin National Watch Co., Elgin, Ill., through J. Walter Thompson Co., Chicago.

B&B NAMED

To Handle Crosley

AVCO Manufacturing Corp., Cincinnati, has appointed Benton & Bowles, New York, to handle advertising for its Crosley Division, W. A. Blees, AVCO vice president and general sales manager of Crosley, announced last week.

Benton & Bowles will promote and advertise Crosley products under two major groups—electronics and household appliances. Mr. Blees said that Crosley, in 1949, will more than double its 1948 expenditure.

Two Elected

ELECTION of Ralph W. Nelsen and William M. Engelmann as members of the board of Abbott Kimball Co., New York, was announced last week by Abbott Kimball, president and chairman of the board. Both men have been with the company for 10 years.

WHITEHALL

Daytime Billings Go To Murray

APPROXIMATELY $2 million worth of daytime radio billing effective immediately will be transferred by the Whitehall Pharmacal Co., New York, to the John F. Murray Co. advertising agency, New York, from Dancer-Fitzgerald-Sample, New York, which has handled that billing for the past decade.

Among the shows that John F. Murrary will handle are *Helen Trent* and *Our Gal Sunday* both five times weekly on CBS; *Just Plain Bill* and *Front Page Farrell* both five times weekly on NBC, and *Zeke Manners* on West Coast network. All five shows were formerly handled by D-F-S. The *Mr. Keen* show on CBS will be retained by D-F-S.

The John F. Murray agency has handled only the magazine advertising for Whitehall Pharmacal Co., until the current increase of radio billing.

FELDMAN

Given Promotion by MBS

ARTHUR FELDMAN, director of news operations for the MBS Washington office, has been named Mutual director of special events, A. A. Schechter, the network's news and special events vice president, announced last week.

Mr. Feldman succeeds Jack Paige, recently promoted to manager of program operations. He joined MBS in January 1948 as a member of the network's news staff.

Simultaneously, Hollis Seavey special events director of Mutual's Washington office, was appointed news and special events coordinator in the capital city.

FMA POST

Sellers Executive Director

EDWARD L. SELLERS, Washington newspaperman, last week was named executive director of the FM Assn. succeeding Bill Bailey. Mr. Bailey wound up his FMA tenure Dec. 31 [BROADCASTING, Jan. 3].

Mr. Sellers

With emphasis planned on sales aspects of FM broadcasting along with consumer acceptance, FMA's executive committee outlined a promotional program for the year including a sales clinic during the spring in New York. Already plans are under way for the annual FMA convention to be held next September at the Sheraton Hotel, Chicago.

Mr. Sellers has been an Associated Press radio editor and sales representative for the AP Washington City News Report. He has been in public relations work more than a decade, including the Virginia Railway Assn. and Norfolk & Western Railway. During the war he was a Navy flyer and was retired as a lieutenant. After the war he was with Capital Airlines as publicity and promotions manager, becoming sales manager of the airline's news bureaus. He is a graduate of Roanoke College and Washington & Lee U., where he did graduate work in journalism.

FMA has retained Faught Co. as public relations and promotion counsel to assist Mr. Sellers and the board in its expanded 1949 program. The board will meet in the near future to work out details and make budgetary provisions.

Thomas F. McNulty, president of WMCP (FM) Baltimore, last week resigned as a board member and treasurer of FMA. He gave no reason for the action. FMA has not yet taken steps to name a successor.

ARMSTRONG VS. FCC Case Goes to Court in February

DISPUTE over the reallocation of FM—long waged between FCC and FM's inventor, Prof. Edwin H. Armstrong—in effect has finally reached the courts.

Pending further court hearing, Prof. Armstrong has won a stay order against FCC's deletion of his experimental low-band FM station, W2XMN Alpine, N. J.

In an eleventh-hour move Dec. 31, Prof. Armstrong filed an appeal with the U. S. Court of Appeals for the District of Columbia from FCC's denial of his request for continued operation of W2XMN.

Midnight of Dec. 31 was FCC deadline for cessation of all low-band FM broadcasting. The stay order against the Commission action was issued the same day and the case was ordered on the court's February docket for immediate consideration.

Data 'Ignored'

Implications were contained in the court appeal that FCC not only "ignored" vital FM propagation data offered in the past from W2XMN, but that the Commission in its present proposed television reallocation "may be acting on data that is erroneous" if it stops the Alpine low-band experimental program. Prof. Armstrong indicated to the court that had it not been for the W2XMN experiments he "could not have ascertained" certain propagation data errors at the FCC's television engineering conference Nov. 30-Dec. 3 [BROADCASTING, Dec. 6].

The prompt court action stemmed from the claim by Prof. Armstrong that both he and FM would suffer "irreparable injury" if W2XMN were forced to cease transmissions. Upon the filing of the notice of appeal and petition for stay order the court held an informal hearing that afternoon before Justices D. Lawrence Groner, Bennett Champ Clark and E. Barrett Prettyman.

In late afternoon the court called for representatives of FCC and Commission General Counsel Benedict P. Cottone, Assistant General Counsel Harry Plotkin and attorneys Richard Solomon and Paul Dobin attended.

Principal issue is whether or not Prof. Armstrong was entitled to FCC hearing on, or received due consideration of, his request for renewal of the W2XMN authorization beyond Dec. 31. The FM inventor charged he was denied renewal without hearing.

The old battle between Prof. Armstrong and the Commission over the reallocation of FM from 44-50 mc to its present 88-108 mc band is expected to be drawn into the proceeding as detailed background information. Heretofore, it is believed, there has been no private interest involved in the allocation dispute upon which litigation might be based.

Meanwhile, W2XMN may be continued in operation. It uses 40 kw on 44.1 mc. Termed the first regular FM outlet and in continuous operation since 1939, W2XMN was one of 11 low-band stations required to cease broadcasting under the Dec. 31 deadline [BROADCASTING, Jan. 3]. It is the only outlet which had a formal protest pending at the time the termination order went into effect.

The Armstrong appeal was supported by an affidavit from Paul A. deMars, Washington consulting radio engineer, who designed and constructed Yankee Network's pioneer FM stations at Paxton, Mass., and Mt. Washington, N. H.

Prof. Armstrong also included in his appeal a letter from Dr. Harlan T. Stetson, director of the Cosmic Terrestrial Research Lab. of Massachusetts Institute of Technology, saying it would be "unfortunate" to stop W2XMN at this time. Dr. Stetson has been making hourly measurements of the station, 167 miles distant, since February 1945.

In his notice of appeal, Prof. Armstrong stated that on Dec. 10 he made written application to the Commission for renewal of the W2XMN authorization. The station has been conducting its experimental program since 1941 under short-term special temporary authorization.

On Dec. 22, the notice of appeal said, "the Commission advised appellant's attorneys that the Commission had, on that date, considered his application for renewal and had denied same but without having fixed and given appellant notice of a time and place for hearing on said application and without having afforded appellant an opportunity to be heard."

A petition for reconsideration of the denial was filed on Dec. 29, the appeal related, and on Dec. 30 a supplement to that petition was filed "expressly requesting an opportunity to be heard and to present oral argument" on the application and petition.

On Dec. 30 also there was filed a request for extension on temporary basis the "license" for W2XMN and that the renewal denial be stayed pending final determination of the petition for reconsideration.

The notice of appeal indicated "the Commission has not taken any action" upon the pending requests and thereupon cited several reasons to support the appeal.

The appeal said that the Dec. 22 letter of denial was based upon two previous orders of the Commission relating to termination of low-band operation "which were arbitrary and capricious and contrary to law and embodied and were based upon gross misconceptions of scientific fact." The orders referred to were issued in September and May in reply to requests that the Commission modify or reconsider its decision not to allocate part of the 44-50 mc band to FM and to require cessation of all low-band transmission on Dec. 31 [BROADCASTING, May 10, Sept. 20, 1948].

Said to Be Violation

The failure to give hearing on the renewal application and petition for reconsideration was termed in violation of Sec. 309(a) of the Communications Act as well as of the Fifth Amendment to the Constitution. It was pointed out that the FCC action "summarily terminates" the W2XMN operation "at a time when there is no present possibility of making an allocation of and utilizing the frequency in question for any other purpose."

FCC proposes to allocate the 44-50 mc band among various public safety and special services and one Commission spokesman last week indicated the assignments may be made final as early as February. He pointed out also that these services usually do not need more than a few weeks to get into operation after approval. FCC had said it intended to expedite this allocation in its September order on the FM request.

The appeal further argued that the FCC order "without reason or necessity summarily terminates important experimental activity in connection with the propagation characteristic of radio waves." Also mentioned was the fact that "more than eight regularly operated commercial FM broadcasting stations" would be deprived of programs broadcast by W2XMN. Such action "materially hampers the service rendered by those stations," it was said.

In his petition for the stay order, Prof. Armstrong pointed out that expenditures of great amounts of time and money would be "substantially lost to him." In an accompanying affidavit he urged operation of his station be permitted, therefore, "at least as long as it does not conflict with the operation of mobile services."

The affidavit pointed out that in two letters to FCC during December Prof. Armstrong stated that "certain errors in propagation data" had been introduced at the Nov. 30-Dec. 3 television engineering conference. He warned that from these errors "sweeping conclusions have been drawn that are incorrect." Both were submitted for the court's attention.

The first letter, dated Dec. 20, said that at the engineering conference he and Mr. deMars had

(Continued on page 56)

SECURITY

Ramifications Are Seen In Proposal

SUSPICIONS have been aroused in news circles and on Capitol Hill that a proposed measure to tighten security safeguards might prove a checkrein on newsmen and result in unwarranted prosecutions.

The proposed measure was sent to Speaker of the House Sam Rayburn by Defense Secretary James Forrestal with a covering letter from W. John Kenney, Under Secretary of the Navy.

Designed to give added protection to the nation's secret codes and intelligence activities, the bill would set fines up to $10,000 and imprisonment up to 10 years or both, for violations.

Not only would the proposal outlaw publication, communication or use of restricted materials and codes, but it would also ban disclosure of any information concerning preparation of codes, or the construction, repair and maintenance of transmitting machines.

Rep. Emmanuel Cellar (D-N.Y.) let it be known last Wednesday that treatment of the bill might not be too kind. Congressman Cellar is slated to take the helm of the House Judiciary Committee, to which the measure has been referred.

The proposal is identical to one unanimously approved in the 80th Congress by the Senate Armed Services Committee. But that committee had made changes in the bill to overcome objections against an earlier Navy proposal.

Criticism of the Navy proposal centered on the fact that stations, newspapers and other publications might be prosecuted under its terms if they published any information which previously had been sent via a coded message.

Speaker Rayburn was advised that the new measure was drafted by the Navy and represented the combined views of the State Dept., Central Intelligence Agency, Army and Air Force.

Congressman Cellar indicated that the bill "will have to be scrutinized carefully."

"The joker," said Rep. Cellar, "is in that 'classified information' clause.

"Some magazine writer might innocently turn out a good technical article on a scientific subject, and find himself in trouble because somebody's office assistant thought it contained some good stuff that should be stamped 'classified.'"

According to Secretary Kenney the proposed legislation "does not in any way control the free dissemination of information which might be transmitted by code or cipher unless the information has been obtained by clandestine interception and cryptanalysis."

A Service of Broadcasting Newsweekly

TELECASTING

JANUARY 10, 1949

COAXIAL OPENING

AT&T to Link East, Midwest Tuesday

By BRUCE ROBERTSON

NETWORK television will take its longest forward step tomorrow night (Jan. 11) when AT&T links together its coaxial cable between Pittsburgh and Cleveland to connect the present East Coast and midwestern video network facilities.

Event, to be celebrated with a 90-minute ceremonial program, marks the beginning of regular TV network programming from the Atlantic to the Mississippi. Moreover, it is tangible evidence that coast-to-coast video networking is no dream to be achieved at some far-distant date, but a rapidly approaching reality.

AT&T pointed out that the new video network service, which becomes available for regular use on Wednesday, will put TV programs within reach of a quarter of the nation's population. The combined network, AT&T reported, will extend for 2,100 miles—1,740 rout miles of coaxial cable and 370 route miles of radio relay.

The new network facilities provide one circuit each way between New York and Chicago for network TV programs, which the Bell System promises will be expanded by the end of June to provide three westbound and one eastbound circuits. Until these added channels are available, however, the four TV networks are dividing the facilities on an elaborate time-sharing schedule worked out after weeks of argument which concluded in many cases with the telephone people making the allocations themselves because the video broadcasters could not reach an agreement.

Allocations for the East-to-West circuit first to be announced [BROADCASTING, Jan. 3], were somewhat altered last week when WPIX (TV) New York decided not to join in the cable-sharing group at this time. Changes in the East-West schedule are:

Monday-to-Saturday, 5-8 p.m.: 5-5:15 to NBC; 6-6:30 remains DuMont Monday through Friday but is open on Saturday; 6:45-7 to DuMont Monday through Friday, CBS on Saturday; 7:15-7:30 to ABC Monday through Thursday and Saturday; CBS on Friday.

The Monday 8-9 hour allocated to WPIX is now divided: 8-8:15 to CBS; 8:15-8:30 to DuMont; 8:30-9 to NBC. Tuesday, the 10-10:30 spot formerly given to WPIX is now split 10-10:15 to CBS, 10:15-10:30 to NBC. Saturday, the 8:30-9 period switches from DuMont to ABC, 9-9:30 from ABC to NBC and 10-11 from WPIX to ABC.

Sunday the 5-5:30 period goes from WPIX to NBC, 6-6:30 which was open is now divided 6-6:10 to CBS and 6:10-6:30 to ABC, 10-11 goes from rotation to NBC each week.

Those changes are in the East-to-West circuit. The West-to-East circuit allocations finally decided on last Wednesday, include no allocations to DuMont. Division of time among the other three TV networks is shown in the above tables.

SUNDAY

3-4 p.m.	ABC
4-4:30	NBC
4:30-6	ABC
6-7:30	NBC
(6:30-7:30 to Philadelphia only)	
7:30-8	ABC
8-9	NBC
9-10	ABC
10-10:30	ABC
10:30-11	NBC

MONDAY-FRIDAY

9-10 a.m.	ABC
12-12:30 p.m.	ABC
1-1:30	CBS
3-3:30	ABC
4:30-5	NBC

Saturday, all daytime to 5 p.m. is open.

MONDAY-SATURDAY

5-5:30 p.m.	NBC
5:30-6	ABC
6-6:30	NBC
6:30-7	ABC
7-7:30	NBC
7:30-8	ABC

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:8:30	NBC	CBS	NBC	NBC	ABC	ABC
8:30-9	ABC	CBS	NBC	NBC	ABC	NBC
9-9:30	ABC	NBC	CBS	CBS	CBS	ABC
9:30-10	NBC	NBC	ABC	CBS	NBC	ABC
10-10:30	NBC	ABC	ABC	NBC	ABC	NBC
10:30-11	NBC	ABC	ABC	NBC	ABC	NBC

NBC Time

On Monday, 10-11 p.m., the West-to-East circuit allocated to NBC stops at Philadelphia as DuMont has the Washington-to-New York circuit at that time. This is also true Friday, 9:30-10 p.m., when ABC has the Washington-to-New York circuit.

When CBS is bringing the Golden Gloves finals east from Chicago the week of Feb. 21 a number of evening periods generally allocated to other networks will be made available to CBS for that week only. CBS will also get the West-to-East cable on March 4 from 10-11 p.m. for a special sports program.

NBC's schedule for the full eastern and midwestern networks via the new cable includes two Monday through Friday programs, *Howdy Doody*, 5:30-6 p.m., and *Camel Newsreel*, 7:50-8 p.m.

Once-a-week programs to go on the full Atlantic-to-Mississippi NBC hookup as of Jan. 12 are: *Texaco Star Theatre*, Tuesday, 8-9 p.m.; *Kraft Television Theatre*, Wednesday, 9-10 p.m.; Bigelow-Sanford show, Thursday, 9:30-10 p.m., and the Friday night fights sponsored by Gillette Safety Razor Corp. [BROADCASTING, Jan. 3].

In addition, NBC reported that the *Philco Playhouse* will be broadcast over the full hookup every other Sunday, 9-10 p.m. On the Sundays that it does not get the cable, this program will be broadcast on NBC's East Coast TV network as it has been.

In the Midwest, the program used in the East two weeks earlier will go on at the same time through kinescopic recordings sent to the individual NBC affiliates in the Midwest.

The Swift show, on NBC-TV Thursday, 8:30-9 p.m., will be broadcast from Chicago over the full hookup on Jan. 13 only. Henceforth, it will go on live on the eastern network as in the past, and will be repeated by kinescopic recording broadcast on the midwest network from Chicago two weeks later at the same time.

This same procedure will be followed for the Cluett-Peabody Arrow show, Thursday, 8-8:30 p.m.; *The Bates Girl About Town*, Wednesday, 8-8:20 p.m., the Colgate-Palmolive-Peet program, Monday, 9-9:30 p.m.

American Tobacco Co.'s new program, *Show Time*, Friday, 9:30-10 p.m., half-hour filmed dramas based on famous short stories, will start Jan. 21 on NBC's East Coast hookup, with prints of the film sent to all other NBC TV affiliates for simultaneous broadcast.

Chicago Originates

RCA's new *Kukla Fran and Ollie*, Monday through Friday, 7:30-8 p.m., will be broadcast from Chicago to the full midwest network and fed via cable to New York and Richmond, with other eastern markets possibly to be added. Admiral Radio Corp. on Jan. 28 starts *Friday Night Frolics* on a combined NBC-DuMont video hookup in East and Midwest, 8-9 p.m.

Chevrolet Div. of General Motors will add kinescopic recordings on KNBH Hollywood to its live East Coast NBC hookup, Monday, 8-8:30 p.m., after that station takes to the air Jan. 16, but has made no other plans to extend the program's present TV coverage. Procter & Gamble will continue *I'd Like to See*, Tuesday, 9-9:30 p.m., in the East only until the time when more cable circuits are available.

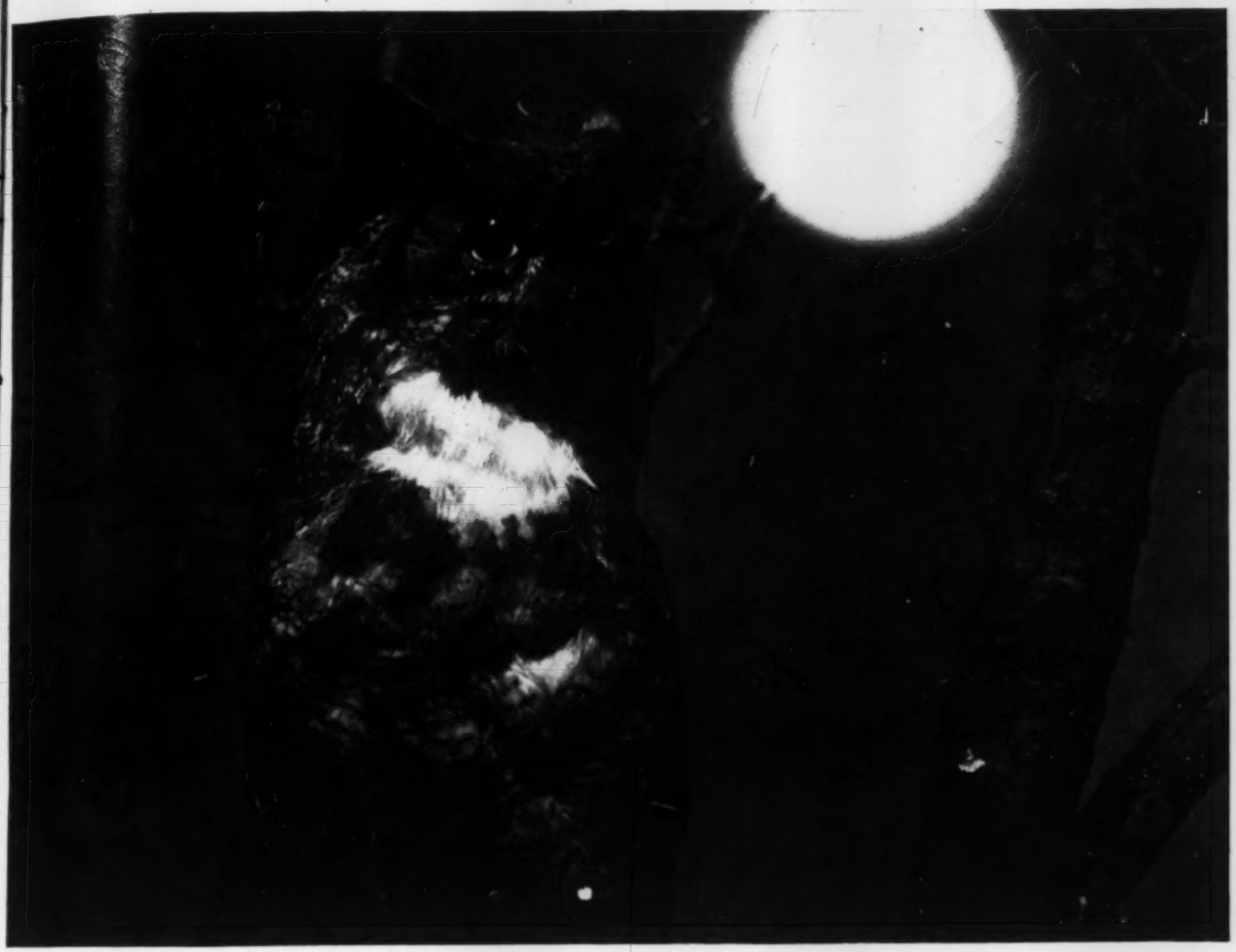
Motorola Radio Co. is planning to drop its *Nature of Things* series, Monday 8:30-8:45 p.m., and to replace it with a new half-hour show

(Continued on page 62)

Television stories on other pages in this issue:

TELECASTING INDEX NEWS & FEATURES

Skyborne TV Daytime Test Results Mixed	22
Boxing Spars With Television	34
Texaco, Godfrey Shows Top N. Y., Philly TV, Says Pulse	35
National TV Conference in Chicago March 7-9	35
KTLA and Cooley Sign 7-Year Video Contract	35
Four New CBS Television Affiliates	35
Auto TV Ban Bill to Be Introduced in New York	35
Admiral to Sponsor TV Musical Review	38
Torney Leaves KGO, ABC to Form TV Firm	38
WHIO-TV Dayton Starting Tests Jan. 17	43
Talent Lined up for WDTV (TV) Pittsburgh Opening	54
Fitzgerald, McKinnie Join CBS-TV Sales Staff	54
WICU (TV) Erie, Pa., Issues First Rate Card	58
TBA Board to Scrutinize Fitzgibbons Tax Plan	61
KFI-TV to Use Inserts in Feature-Length Films	61
WABD (TV) Changes Titles, Functions of Passman, Rayel	62
Jamieson Made DuMont Network Traffic Manager	62
Rescind WTVJ (TV) Revocation Order, Comr. Walker Rules	63
TV Negotiations With ASCAP Expected to Start This Week	63
Jett to Speak at CBS TV Clinic Opening	66
Demand for TV Unstoppable, Says Wilmotte	67



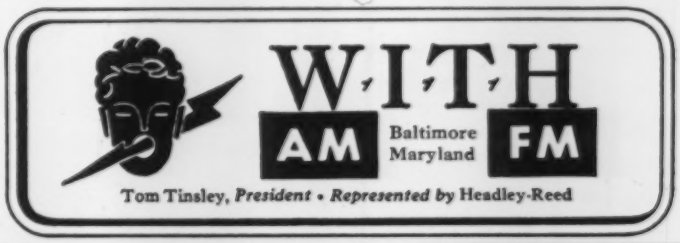
A Wise Old Bird

Nobody quite knows why the owl is supposed to be so wise. But ever since the ancient Greeks made him sacred to their Goddess of Wisdom, the owl has been supposedly a wise old bird.

There are some wise old birds among time-buyers too. It's easy to spot them. The wise ones buy W·I·T·H, the BIG independent with the BIG audience.

They know that W·I·T·H is the big bargain buy in the nation's sixth largest market. They know that W·I·T·H regularly delivers more listeners-per-dollar than any other station in town. They know that W·I·T·H covers 92.3% of all the radio homes in the Baltimore trading area.

Are you among these wise ones? If not, call in your Headley-Reed man today and get the full W·I·T·H story.



Leave us now join

Before we wipe the old slate clean
Let's sing a song, let's pen a paean
To everything in '48
Which we would like to celebrate:

To Radio, first, a cup of cheer
For winding up its biggest year,
Knowing full well, while we're about it,
That none of us could live without it.
Hail to a year of glad relations
Between this network and its stations
From West Palm Beach to Puget Sound,
And, boy, bring on another round
For the nine-and-ninety million folks
Who listen weekly to our jokes,
Our songs and stories, news and dramas—
Here's to them all, their pops and mamas,
Their sisters, uncles, aunts and others
Including *in* the Lever Brothers.
To Pepsodent's *Irma,* Palmolive's *Brooks*
To Phil and all the other Cooks,
To Chesterfields and that old peachy
Godfrey guy, and Don Ameche
(The "Lucky" boy)—to Vaughn Monroe
And Hawk from whom all Camels flow,
To Johnny and to Philip Morris—
You're all okay in our thesaurus.

Hasn't it been a dandy year
For all the theaters on our air!
The "15th straight" for champion Lux,
Ford looking like a million bucks,
Electric's show where Little Helen
Is standing 'em in the aisles, all yellin',
While Armstrong, Hallmark and Prudential
Just keep on being existential.

Three cheers, we say, and three more cheers
For all those doughty engineers
Who worked the night-long and the day-long
To make those records that can play long;
All of which just goes to prove
We're always in that micro-groove.

Remember the day when General "Ike"
Stood up before Columbia's mike
To raise a cool three hundred grand
For Europe's hungry kids? We stand
Hats off to "Ike" and his Crusade
And guys like him who make the grade:
A pair of Sulka's best pajamas
To grace the gams of Lowell Thomas.

And now let's pay our proper dues
To Edward Murrow and his News

hands

Than which there is no super-duper,
And let's salute our Average Hooper,
And all our shows—and there are plenty—
That broke into the tough "top twenty."
Hooray for Sunday's Peerless Tonic
Which millions call the Philharmonic.
(In this connection, shout hooray
For Standard Oil—that is, [N. J.].)

We would be derelict in our mission
Did we not honor Television.
Man's glassy essence, thee we toast,
Now on your way from coast to coast
Toward new horizons. Hail TV!
There's more in you than we can see.
Rochester, Jack and Mrs. Benny
Of happy returns we wish you many,
And here's a cane all made of candy
For Lum 'n' Abner 'n' Amos 'n' Andy.
Shoot Roman candles to the sky
In praise of dear old NRI,
And while we're on the alphabet
A pox on us lest we forget
IBEW... RDG...
abracadAFRA and NAB,
Four fanfares and a furbelow
For Messrs. BBD & O.

Sullivan, Stauffer, Colwell, Bayles,
We know that you will never fail us,
And may the light of yon great Star
Shine gently on you, Y & R.
In Thompson's name we shout our skoals
And we're all yours in Benton & Bowles.
On, Procter! On, Gamble! On, Gallup and Roper!
Let bygones be bygones for each horoscoper.
Let's pin a sprig of holly on
The famous Crosbys, Bing and John,
And with another wreath adorn
The brows of Gould and Miss Van Horne.
For *Variety's* "mugs" and *Radio Daily*
A long locomotive and a willow-waley.

Well... '48 was mighty fine,
Now looking out toward '49
We wish from electronic science
The best to all our friends and clients,
To everyone in Radio
A hug beneath the mistletoe,
We're only sorry we can't list 'em...
This is... The Columbia Broadcasting System.

XUM

BOXING SPARS WITH TV

NBA Polling Members

TELEVISION networks should sit down now with boxing authorities and work out the economics of ring telecasts for the good of both industries, according to Abe J. Greene, national commissioner of the National Boxing Assn.

Mr. Greene told BROADCASTING that his own organization is now making a national poll of the members on television, seeking to find out what effect TV has had on boxing in their areas and seeking suggestions for meeting problems created by television.

Results of the NBA poll are expected to be compiled in time for its next executive committee meeting at a date yet to be set in February.

The NBA is composed of the official boxing commissioners, who are generally government officials, from all states, except Massachusetts (which is about to join) and New York. Mexico, Cuba, Canada and several U. S. territories are also members. Commissioners are charged with the duties of fostering as well as regulating the sport.

(In New York, meanwhile, the Boxing Managers Guild took the initiative for boxers, letting it be known it will seek to bargain for contracts for fighters with television networks.)

Statement Devoted to TV

Mr. Greene's revelation that the poll was being conducted followed the issuance of his yearend statement, which, unprecedentedly, was devoted completely to the effect of television on boxing. Mr. Greene, former NBA president, is the first man to hold the job of national commissioner. He also is the state athletic commissioner of New Jersey.

His main thesis was that telecasting big ring contests could upset the economy of boxing clubs throughout the country. He indicated that in self defense boxing clubs might have to ban telecasts.

A somewhat similar argument recently was raised in connection with college football telecasts—that televising of one big game could destroy the gate of smaller colleges and thereby ruin the financial foundation on which all college sports rests [BROADCASTING, Dec. 20, 1948].

Mr. Greene discounted the argument that television might make many new fight fans as did radio. The media are not comparable, he said, because a telecast, unlike a radio report, is so close an approximation to eyewitnessing.

"Television gives the homeside spectator a ringside seat which he can't get unless he's among the 400 garden millionaires," said Mr. Greene.

"The expedient of cutting main event fighters into a small slice of the promoters television payoff just won't do," he continued. "New York main-eventers get a $272 melon. That isn't the answer because with gates badly slumping, it's like buying a quarter for a buck.

"But it isn't the effect of video on any one given television show that's so devastating. Mere drop in the gate at Madison Square Garden alone is only a momentary deflection which Uncle Mike Jacobs and the Garden probably can hurdle.

"It is what such television shows do to the hinterlands that counts. For instance, if a good fight is televised from Washington, the fight club in Newark, or Richmond Hills, or Pawtucket is badly dented.

"There isn't a fight club in New Jersey, for instance, which can compete with Garden television on Friday night. When Beau Jack and Ike Williams boxed for the title in Philadelphia, the club in Newark, 100 miles away, might just as well have folded for the night. It did fold completely later."

Economy Upset

Mr. Greene emphasized that boxing economy has been upset already with "meager television" and with the coaxial cable to the Midwest about to operate, the problem can only be intensified.

The effect of television on small clubs, he said, will have a deleterious effect on all boxing because the fight game needs the local rings as the incubators for the top talent.

"Television men who are talking about staging major fights in small clubs before exclusive audiences are five years ahead of themselves and therefore talking through their hats. A good club has the fight bugs. Put two Donnybrookers in a plush-lined hangout without accompanying bedlam and they'll emulate a pair of sweethearts.

"Additionally, a mere sponsored show between two world-famous boxers in a private club for the sponsor's friends takes the fight out of the realm of sports and makes it a purely commercial proposition. Of what value will it be then, to newspapers and sport pages, which make sports as big as they are?

"Without sports page steam-up for a fight, the television sponsorship won't be worth the tube it's flashed on, and the vicious cycle is complete."

He urged the TV networks and TV manufacturers, the latter of which have enjoyed set sales spurts due to big fights, to "heed the handwriting on the wall" and sit down with boxing commissions and the NBA "lest they wake up some day and find a universal decree against televising of boxing bouts."

Charles Johnston, president of the Boxing Managers Guild in New York, acknowledged that his organization would try to bargain for "talent" in the ring business with TV networks. This would be the guild's first effort in that direction.

The guild already has had one meeting with DuMont network executives, notifying them that after May 31, when DuMont contracts with the arenas are terminated, that the guild expects to be the negotiator instead of fight clubs, as heretofore.

CHICAGO SHOW

Furniture Exhibition Features Television Receivers

RADIO and television manufacturers, educated since the first flush of receiver production to the fashion whims of the buying public, are making radical improvements in cabinet styling.

Evidence of modern design is being seen in Chicago at the annual Winter Furniture Market in the American Furniture Mart, where more than a dozen AM and TV manufacturers are demonstrating their products to buyers from all parts of the country. Receiver cabinets are developed elaborately in a variety of sizes, shapes and woods, although mechanical elements and prices remain much the same as last year. Major variance in this year's prices is that the scope has been broadened to include more inexpensive as well as more costly models.

Because manufacturers have dropped older lines and introduced new ones, attempts to give greater values are centered on original design and styling. Selling, sparked by fashion consciousness, has become highly competitive.

TV set makers predict their receivers will become the focal point in a room, replacing the traditional fireplace or couch. Requirements for televiewing rooms, they say, are: (1) That furniture be low-slug, light and easily movable; (2) that chairs or couches enable viewers to shift, rock back or rest without losing view of the screen, and (3) that the receiver cabinet be as attractive and well-arranged as the normal focal point, such as a grand piano.

"In the planning of homes, there is already a trend toward a regular television room," one TV spokesman said. "The set is no longer a gadget pushed into a corner, interfering with the room arrangement."

Set producers also predict that video will aid in counterbalancing the drift from home and family entertainment.

Several private brand manufacturers are exhibiting radio and television sets produced to correlate with complete furniture lines, with cabinets complementing other pieces in a room by color, material and size. Ensembles on display feature a receiver as an integral part of the furnishings.

Major-brand manufacturers participating in the Mart showing are RCA, Philco, Admiral and Zenith. Arvin, an Indiana firm, introduced its table model TV set for the first time last Monday. RCA is showing four 16-inch picture tube models, with push-button tuning for both close-up and normal viewing.

Products made by General Electric are in dealer showrooms at the home furnishings market in the Merchandise Mart. The two-week Winter Market will be concluded at each site Jan. 15.

THIS is the lowest priced of the first three RCA Victor TV receiver models featuring the 16-inch metal-coned picture tube. Suggested Eastern retail price is $495 in walnut or mahogany finish, $520 in blond. Set features an extra large electro-dynamic speaker, automatic gain control, well-shielded chassis and variable tone control.

THE EMERSON entry in the low priced television set field is this Model 611, introduced last week at the Waldorf-Astoria, New York City. With a 52 inch screen and 10 inch picture tube, the set will list for $269.50, 10% lower than the former price for this type of set.

Upcoming

Jan. 10: Chicago Advertising Executives Club dinner, Electric Club, Chicago.
Jan. 10: Hollywood Advertising Club panel on "Television in 1949," Roosevelt Hotel, Hollywood.
Jan. 11: Opening of East-Midwest Television Network.
Jan. 17: Multiple Ownership, oral argument, FCC Hdqrs., Washington.
Jan. 18-19: RMA Industrial Relations Committee conference for industrial relations and personnel directors, Hotel Statler, New York.
Jan. 20-22: CBC board meeting, Montreal.
Jan. 21-23: CBS Television Clinic, Waldorf-Astoria Hotel, New York.
Jan. 24: Wander Co. Hearing before FTC continued, Washington.
Jan. 25: American Marketing Assn. panel on "Television Information, Please," Hotel Commodore, New York.
Jan. 25: Academy of Television Arts and Sciences annual award banquet and seminar, Athletic Club, Hollywood.
Jan. 27: ABC Southwestern, Middle and Central States Districts Affiliates meeting, Ambassador East Hotel, Chicago.
Feb. 3: ABC Mountain and Pacific Area District Affiliates meeting, St. Francis Hotel, San Francisco.
Feb. 5: Radio Correspondents Assn. annual dinner, Hotel Statler, Washington.
Feb. 8: Hearing before FTC on Motions of American Tobacco Co., Washington.
Feb. 14-16: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.
Feb. 21: FCC Hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.
Feb. 24-25: Western Radio Conference, Marine Memorial Club, San Francisco.
March 4-6: Annual Radio Conference on Station Problems, U. of Oklahoma, Norman, Okla.
March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.

NEW CBS TV's

Four Affiliates Added

AFFILIATION of four television stations with CBS, bringing the network's total to 28, was announced last week.

The stations and the effective dates of their affiliations are:

WHIO-TV Dayton, Feb. 15, owned by the Miami Valley Broadcasting Corp., operating on Channel 13, Robert Moody, general manager.

WHEN (TV) Syracuse, Jan. 1, owned by the Meredith-Syracuse Television Corp., operating on Channel 8, Paul Adanti, general manager.

WICU Erie, Jan. 1, owned by the Erie Dispatch, Inc., operating an Channel 12, Edward Lamb, president.

KOB-TV Albuquerque, Dec. 31, owned by Albuquerque Broadcasting Co., operating on Channel 4, R. R. Seal, general manager.

'Goldbergs' on TV

ONE of radio's oldest families, and certainly one of its longest-running programs, turns to radio's most precocious child when *The Goldbergs* invade television, Thursday, Jan. 13, the series debuts on CBS-TV, 8-8:30 p.m., with its author, Gertrude Berg, in the lead role of Mollie Goldberg, which she created.

TV PULSE

'Texaco Theatre,' Godfrey Tops in N.Y., Phila.

TEXACO Star Theatre and *Godfrey's Talent Scouts* held the number 1 and 2 spots in the TV Top Ten list in both Philadelphia and New York during December, according to The Pulse Inc. Wrestling was the top attraction in Chicago during the same month. Sets in use in both Philadelphia and New York showed slight increases.

New York

			Dec.	Nov.
Texaco Star Theatre	WNBT	Tues.	70.0	59.3
Godfrey's Talent Scouts	WCBS-TV	Mon.	38.7	
Toast of the Town	WCBS-TV	Sun.	37.3	36.0
Original Amateur Hour	WABD	Sun.	32.7	32.7
Small Fry Club	WABD	Mon.-Fri.	29.7	27.4
We, The People	WCBS-TV	Tues.	29.3	28.0
Kraft TV Theatre	WNBT	Wed.	29.3	31.3
Basketball	WCBS-TV	Mon.	26.7	
Winner Take All	WCBS-TV	Wed.	26.7	26.0
Howdy Doody	WNBT	Mon.-Fri.	24.1	

AVERAGE ¼ HR. SETS-IN-USE
Entire Week, 12 Noon-12 Midnight

TELEVISION HOMES

	Combined Radio & TV	TV Only	Radio Only
Dec. 1948	33.1	24.2	10.7
Nov. 1948	34.2	34.1	11.5
Oct. 1948	33.5	24.1	10.8

6 p.m.-12 Midnight Sets-in-Use Entire Week

	TV Only	Radio Only
Dec. 1948	37.0	10.9
Nov. 1948	39.2	9.7

Philadelphia

Five of the ten leading shows in Philadelphia were comedy-variety offerings. Four of these programs have appeared among the Top Ten lists since October; the fifth, *Godfrey's Talent Scouts*, is a newcomer to TV.

Average ¼ hour sets-in-use for the entire week climbed slightly for both TV and aural radio in December, with the TV listening remaining slightly less than double that for radio.

			Dec.	Nov.
Texaco Star Theatre	WPTZ	Tues.	62.0	61.0
Godfrey's Talent Scouts	WCAU-TV	Mon.	55.0	
Break the Bank	WFIL-TV	Fri.	50.0	39.0
Toast of the Town	WCAU-TV	Sun.	49.0	41.0
We, The People	WCAU-TV	Tues.	49.0	44.0
Basketball	WCAU-TV	Mon.	44.0	
Original Amateur Hour	WFIL-TV	Sun.	41.0	39.0
Film-Four Feathers	WFIL-TV	Fri.	40.0	
Stop the Clock	WCAU-TV	Mon.	40.0	
Kraft TV Theatre	WPTZ	Wed.	39.0	35.0

AVERAGE ¼ HR. SETS-IN-USE
Entire Week, 12 Noon to 12 Midnight

TELEVISION HOMES

	Combined Radio & TV Sets-in-Use	TV Only	Radio Only
Dec. 1948	37.6	25.5	14.4

Nov. 1948	37.4	25.1	14.2
Oct. 1948	32.0	22.0	11.1

Chicago

Four visual sports offerings and three feature films made the Top Ten lists among Chicago TV offerings for December. Twenty-one shows achieved ratings of 25+. These shows included 6 sportscasts, 6 feature films, 4 comedy-variety shows, 1 kid show, 1 drama, 1 quiz show, 1 candid interview program and 1 special event telecast. They were divided over the week as follows: Monday 5; Tuesday 2; Wednesday 1; Thursday 2; Friday 4; Saturday 1; Sunday 5; and Monday-Friday 1.

Wrestling	Thurs. WGN-TV	46.0
Vaudeo Varieties	Fri. WENR-TV	38.0
Hockey	Sun. WBKB	35.0
Film-Boys' Reformatory	Thurs. WBKB	34.0
Boxing	Fri. WGN-TV	32.0
Film-Black Magic	Fri. WBKB	32.0
Wrestling	Mon. WBKB	32.0
Philco Playhouse	Sun. WNBQ	30.0
Super Circus	Sun. WENR-TV	30.0
Stars of Tomorrow	Sun. WENR-TV	29.0
Film-Of Mice and Men	Mon. WGN-TV	29.0

AVERAGE ¼ HR. SETS-IN-USE
Entire Week, 12 Noon-12 Midnight

TELEVISION HOMES

	Combined Radio & TV Sets-in-Use	TV Only	Radio Only
Dec. 1948	31.9	19.5	14.3

7-YEAR TV PACT

Signed by Cooley and KTLA

A SEVEN-YEAR television contract has been signed between KTLA Hollywood and Spade Cooley, western recording star, according to Klaus Landsberg, West Coast director of Paramount television.

Mr. Landsberg who termed the pact "unique" pointed out that Spade Cooley's *Western Varieties*, a weekly Saturday hour, has been on the station for the past five months. Currently unsponsored, Mr. Landsberg said that sponsorship would be announced shortly. Contract also covers rights for video transcriptions on film for network distribution.

CTS CONFERENCE

Set for Chicago March 7

TELEVISION industry leaders from all parts of the country will take part in the Chicago Television Council's national TV conference, March 7, 8 and 9, in the Palmer House, Chicago.

Mr. Stirton

Speakers, representing all elements within the industry, will appear alone and on discussion panels, according to James Stirton, council president and ABC Central Division general manager.

"It is our intention to measure the developments of television to date and to estimate the future in an exciting, interesting manner," Mr. Stirton said. "We will avoid generalizations and tedious excursions and seek, instead, to get down to cases."

The conclave, which will be "practical as well as informative," is the first of its kind to take place in Chicago. Speakers will be chosen for their activity in the industry and the phases with which they are most familiar, Mr. Stirton explained. The session will be open to all industry members and interested persons, and attendance will include station personnel, agency representatives, talent and technicians.

A registration fee, still unannounced, will include cost of three luncheons and a dinner at which a national TV expert will be guest of honor.

CAR TV BAN BILL

To Be Introduced in N. Y.

A BILL banning television in New York state cars will be introduced in the state legislature, which convened last Wednesday, State Sen. Thomas C. Desmond, the bill's sponsor, announced. Exceptions would be Army, Navy, police, fire and television company cars.

The senator commented that "rolling theatres" operated by the public "will produce more smash-ups and kill and maim more people than bad brakes, drunken driving and icy roads."

Video Impetus

"THE PUBLIC serves as the real effective impetus as far as TV progress is concerned and the TV engineer will have to keep pace with consumer demands," Leonard Ashbach, president Garod Electronics Corp., said in a statement just released. He cited his own company, which today is marketing 14 models of TV sets—all including the new tele-zoom development with remote control operation [BROADCASTING, Jan. 3].

Telestatus

Grants, Applications as of Jan. 1
(Report 41)

THE TELEVISION PICTURE as it existed on Jan. 1, from a stations and applications standpoint, was shown in a state-by-state list prepared by FCC and released last Tuesday.

The list shows 50 stations in operation—19 more than were on the air in mid-August, when the last such list was issued [BROADCASTING, Aug. 16]. It also shows 73 stations under construction—15 less than in August—and 311 pending applications, 10 more than in August. Of the pending applications 186 are involved in hearings, primarily because of channel shortages.

The relatively slight change in any category on the list except operating stations is due, primarily, to the freeze on television licensing which has been in effect since early September. The freeze does not affect construction. Nor does it preclude new applications, though it has obviously slowed activity in this respect.

There has been no new indication of when the freeze may be lifted. But most observers appear to feel that it will be hard to complete the engineering and allocations review, for which the freeze was called, before late spring or early summer in any event.

Following is FCC's television list, prepared as of Jan. 1. "L" denotes a licensed station; "CP" indicates a construction permit; "O" means the station is operating under special temporary authority, and "A" indicates an application. "A-H" signifies an application which has been set for hearing. "See also" indicates more than one city in a metropolitan district.

Status	City and Applicant	Call Letters	Channel No.
	ALABAMA		
	Birmingham		
CP	Birmingham Bcstg. Co.	(WBRC-TV)	4
A	Birmingham News Co.		9
CP	Voice of Alabama	(WAFM-TV)	13
	ARKANSAS		
	Little Rock		
A	Mid-South Tele. Bcstg. Co.		10
A	Southwestern Pub. Co.		8
	ARIZONA		
	Phoenix		
A	KTAR Bcstg. Co.		4
CP	Phoenix Tele. Co.	(KTLX)	5
A	T. M. & J. M. Gibbons		7
	Tucson		
A	Leland Holzer		6
	CALIFORNIA		
	Bakersfield		
A	Paul R. Bartlett		8
A	Mrs. Pearl Lemert		10
	Fresno		
A-H	Calif. Inland Bcstg. Co.		5
A-H	Donroy Bcstg. Co.		4
A-H	KARM, The George Harm Station		7
A-H	Edward Lasker		7
A-H	McClatchy Bctsg Co.		7
A-H	Tele. Fresno Co.		2
	Los Angeles		
CP	American Bcstg. Co.	(KECA-TV)	7
O	Earle C. Anthony Inc.	(KFI-TV)	9
O	KMTR Radio Corp.	(KLAC-TV)	13
A-H	Don Lee Bcstg. System (using experimental	(KTSL) W6XAO)	2
CP	Nat'l Bcstg. Co.	(KNBH)	4
O	Paramount Tele. Productions	(KTLA)	5
O	KTTV Inc.	(KTTV)	11
A	Los Angeles Bcstg. Co.		13
	Oakland (see also San Francisco)		
A-H	KROW Inc.		11
	Riverside		
CP	Bcstg. Corp. of America (KARO)		1
	Sacramento		
A-H	HARMCO Inc.		3
A-H	McClatchy Bcstg. Co.		10
A-H	Sacramento Bcstrs.		6
	San Diego		
A-H	Airfan Radio Corp.		10
A-H	Balboa Bcstg. Co.		3
CP	Jack Gross Bcstg. Co. (KFMB-TV)		8
A-H	Television Bcstg. Co		10
A-H	Video Bcstg. Co.		3
A	Charles E. Salik		6
	San Francisco (see also Oakland)		
CP	American Bcstg. Co.	(KGO-TV)	7
O	Associated Bcstrs.	(KPIX)	5
CP	Chronicle Pub Co.	(KRON-TV)	4
A-H	Columbia Bcstg. System		9
A-H	Don Lee Bcstg. System		2
A-H	Paramount Tele. Productions		9
A-H	Tele. California		11
A-H	20th Century-Fox		11
	San Jose		
A-H	FM Radio & Tele. Corp.		13
A-H	Radio Diablo		13
	San Luis Obispo		
A	Valley Electric Co.		3
	Santa Barbara		
A	M. R. Schacker		6
A	Radio KIST Inc.		6
	Stockton		
CP	E. F. Peffer	(KGDM-TV)	8
	Visalia		
A	Sierra Bcstg. Co.		10
	COLORADO		
	Denver		
A-H	Alladin Tele. Inc.		9
A-H	Daniels & Fisher Stores Co.		4
A-H	KLZ Bcstg. Co.		7
A-H	KMYR Bcstg. Co.		4
A-H	Landon Tele. Bcstg. Co.		5
A	Edward Lasker		2
A	Gifford Phillips		9
A-H	Denver Tele. Co.		2
	CONNECTICUT		
	Bridgeport		
A	Yankee Network Inc.		10
	Hardford		
A-H	Conn. Bcstg. Co.		10
A-H	Hartford Times Inc.		10
A-H	Travelers Bcstg. Service Corp.		10
	New Haven		
O	Elm City Bcstg. Corp.	(WNHC-TV)	6
	Waterbury		
A-H	Nutmeg State Bcstg. Co.		12
A-H	Conn. Radio Foundation		12
	DELAWARE		
	Wilmington		
CP	WDEL Inc.	(WDEL-TV)	7
	DISTRICT OF COLUMBIA		
	Washington		
CP	Bamberger Bcstg. Service	(WOIC)	9
O	Allen B. DuMont Labs.	(WTTG)	5
O	Evening Star Bcstg. Co.	(WMAL-TV)	7
L	Nat'l Bcstg. Co.	(WNBW)	4
	FLORIDA		
	Jacksonville		
CP	City of Jacksonville	(WJAX-TV)	2
CP	Fla. Bcstg. Co.	(WMBR-TV)	4
CP	Jacksonville Bcstg. Corp.	(WPDQ-TV)	6
CP	Metropolis Bcstg. Co.	(WJHP-TV)	8
	Miami		
A-H	Fort Industry Co.		7
A-H	Isle of Dreams Bcstg. Corp.		5
A-H	Miami Bcstg. Co.		5
A-H	Miami-Hollywood Tele. Corp.		7
CP	Southern Radio & Tele. Eqpt. Co.	(WTVP)	4
	Miami Beach		
A-H	Frank Katzentine		7
A	WKAT Inc.		7
	Orlando		
A	Orlando Daily Newspapers Inc.		3
A	Sunshine Tele. Corp.		10
	St. Petersburg (see also Tampa)		
A	Pinellas Bcstg Co.		5
CP	Sunshine Tele. Corp.	(WSEE)	7
	Tampa (see also St. Petersburg)		
A	Gulf Theatres Inc.		2
A	Tampa Times Co.		4
A	Tribune Co.		9
	GEORGIA		
	Atlanta		
O	Atlanta Journal Co.	(WSB-TV)	8
A-H	Board of Regents, System of Ga.		11
CP	Constitution Pub. Co. (WCON-TV)		2
O	Fort Industry Co.	(WAGA-TV)	5
A-H	E. D. Rivers Jr.		8
A-H	General Bcstg. Co.		11
	Macon		
A	Southeastern Bcstg. Co.		7
	IDAHO		
	Boise		
A	Leland Holzer		6
	ILLINOIS		
	Chicago		
O	American Bcstg. Co.	(WENR-TV)	7
L	Balaban & Katz Corp.	(WBKB)	4
O	Nat'l Bcstg. Co.	(WNBQ)	5
O	WGN Inc.	(WGN-TV)	9
A-H	Col. Bcstg. System		11
A-H	Johnson-Kennedy Radio Corp.		2
A-H	Sun & Times Co.		13
A-H	Warner Bros. Pictures		13
A-H	Zenith Radio Corp.		2
	Peoria		
CP	Peoria Bcstg. Co.	(WMBT-TV)	6
CP	West Central Bcstg. Co.	(WEEK-TV)	12
	Quincy		
A	Lee Bcstg. Inc.		11
	Rockford		
A	Rockford Bcstrs.		12
	Rock Island (see also Moline, Ill., Davenport, Iowa)		
CP	Rock Island Bcstg. Co.	(WHBF-TV)	4
	Springfield		
A	Trans-American Tele. Corp		10
	INDIANA		
	Bloomington		
CP	Sarkes & Mary Tarzian	(WTTV)	10
	Evansville		
A	Trans-American Tele. Corp.		11
	Fort Wayne		
A	Northwestern Ind. Bcstg. Co.		4
A	Farnsworth Tele. & Radio Corp.		4
	Indianapolis		
CP	Wm. H. Block Co.	(WUTV)	3
A-H	Crosley Bcstg. Co.		12
A-H	Ind. Bcstg. Corp.		12
A-H	Indianapolis Bcstg. Inc.		8
A-H	Universal Bcstg. Co.		8
CP	WFBM Inc.	(WFBM-TV)	6
	South Bend		
A	South Bend Tribune		13
	IOWA		
	Ames		
CP	Iowa State College of Agr. & Mech. Arts	(WOI-TV)	4
	Cedar Rapids		
A	Gazette Co.		7
	Davenport (see also Moline-Rock Island, Ill.)		
CP	Central Bcstg. Co.	(WOC-TV)	5
A	Davenport Bcstg. Co.		2
	Des Moines		
A-H	Central Bcstg. Co.		12
A-H	Cowles Bcstg. Co.		9
A-H	Independent Bcstg. Co.		5
A-H	Murphy Bcstg. Co.		2
A-H	Tri-States Meredith Bcstg. Co.		2
	Iowa City		
A	State U. of Iowa		11
	KANSAS		
	Topeka		
A	Midland Bcstg. Co.		7
A	Topeka Bcstg. Assn.		11
	Wichita		
A	Okkan Tele. Chain		4
	KENTUCKY		
	Louisville		
O	WAVE Inc.	(WAVE-TV)	5
CP	WHAS Inc.	(WHAS-TV)	9
A	Mid-American Bcstg. Corp.		13
	LOUISIANA		
	Baton Rouge		
A	Baton Rouge Bcstg. Co.		9
	New Orleans		
CP	Maison Blanche Co.	(WRTV)	4
A-H	Loyola U.		10
A-H	New Orleans Tele. Co.		2
O	WDSU Inc.	(WDSU-TV)	6
CP	Times-Picayune Pub. Co.	(WTPS-TV)	7
	Shreveport		
A	Mid-South Tele. Bcstg. Co.		6
A	International Bcstg. Co.		8
A	Shreveport Tele. Co.		8
A	Fairfield Manor Tele. Co.		11
A	Radio Station KTBS		4
	MAINE		
	Portland		
A-H	Congress Square Hotel Co.		11
A-H	Oliver Bcstg. Corp.		8
	MARYLAND		
	Baltimore		
O	A. S. Abell Co.	(WMAR-TV)	2
O	Hearst Radio	(WBAL-TV)	11
O	Radio-Tele. of Balto.	(WAAM)	13
	Cumberland		
A	Tower Realty Co.		2
A	Cumberland Bcstg. Co.		2
	Frederick		
A	Monocacy Bcstg. Co.		3
	Hagerstown		
A	Hagerstown Bcstg. Co.		6
	MASSACHUSETTS		
	Boston		
A-H	Boston Metro. Tele. Co.		9
A-H	Col. Bcstg. System		9
A-H	Mass. Bcstg. Corp.		9
A-H	Matheson Radio Co.		13
A-H	New England Tele Co.		13
A-H	New England Theatres		13
CP-H	Raytheon Mfg. Co. (Waltham)	(WRTB)	2
A-H	20th Century-Fox		13
O	Westinghouse Radio Stations	(WBZ-TV)	4
O	Yankee Network	(WNAC-TV)	7
	Fall River (see also New Bedford)		
A-H	Fall River Herald News Pub. Co.		8
A-H	New England Tele. Co. Inc.		8
	Holyoke (see also Springfield)		
A	Hampden-Hampshire Corp.		3
	Lawrence (see also Lowell, Haverhill)		
A-H	Hildreth & Rogers Co.		6
	Lowell (see also Lawrence, Haverhill)		
A-H	Lowell Sun Pub. Co.		6
	New Bedford (see also Fall River)		
A-H	E. Anthony & Sons		1
	Springfield (see also Holyoke)		
A-H	New England Tele. Co. Inc.		3
A-H	Yankee Network		3
	Worcester		
A-H	New England Tele. Co.		5
A-H	WTAG Inc.		5
	MICHIGAN		
	Detroit		
O	Eve. News Assn.	(WWJ-TV)	4
O	Fort Industry Co.	(WJBK-TV)	2
O	WXYZ Inc.	(WXYZ-TV)	7
A-H	United Detroit Theatres		5
A-H	WJR, Goodwill Station		5
	Flint		
A-H	Advertisers Press		11
A-H	Booth Radio Stations		11
	Grand Rapids		
A	Grandwood Bcstg. Co.		9
CP	Leonard Versluis	(WLAV-TV)	7

(Continued on page 43)

1949 · KNBH

makes it the West's Year in Television

A year ago this month, NBC announced the opening of Network Television with a report to the nation, published in newspapers from coast to coast.

Today, NBC announces the most significant development since then in its television expansion — the opening of its key West Coast station... KNBH, Hollywood.

KNBH will be the *exclusive* outlet in Southern California for NBC programs. The resources of the entire Network, the creative talent of all Hollywood, will be at the disposal of its experienced production and technical staff.

At the beginning, KNBH will serve the swiftly-growing audience in America's third-largest television area, its third-largest market area. It will also originate programs for viewers elsewhere — first through Kinescope recording facilities, later (as connecting links are completed) for a Western Regional Network, and ultimately for a Transcontinental Network.

In announcing the opening of the NBC Television Network a year ago, we invited advertisers and agencies to join with us in the development of the world's greatest means of mass communication — and the most effective sales medium yet devised. Today, in announcing the opening of KNBH, we repeat that invitation to all who recognize the importance of Southern California as a production center — and as a market.

OPENING JANUARY 16

KNBH

CHANNEL 4

Studios:
Hollywood's Radio City, Sunset and Vine
Transmitter:
Mt. Wilson, Altitude 5,780 feet

NBC Television

The National Broadcasting Company
A Service of Radio Corporation of America

Right Out of the Horse's Mouth . . . and It Ain't Hay

While there are those who might claim that it's strictly off the cob, the fact remains that he's got 'em eating out of his hand, whether down on the farm or every week-day evening on the air.

Country gentleman or man-about-Washington, feeding livestock or ferreting out news, Fulton Lewis, Jr. goes about his chores with workmanlike capacity. The best measure of his success is his loyal audience.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program is the original news "co-op." It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

TV MUSICAL

Admiral to Sponsor On DuMont, NBC

ADMIRAL CORP. will sponsor television's first full-scale Broadway-type musical revue, *Friday Night Frolic*, which will have its premiere 8-9 p.m., Friday, Jan. 28 over the combined East and Midwest networks of both DuMont and NBC.

The show, to be telecast over 24 stations in 16 cities, will star Sid Caesar, with Mary McCarty, Imogen Coca and the dance team of Gower and Champion. It is being developed by Kudner Agency, under supervision of Myron P. Kirk, director of radio and television, with the assistance of the William Morris Agency.

Many television "firsts" will be achieved by the show, among them the fact that in cities with both DuMont and NBC stations it will be shown over both simultaneously. Within one week, the show will be kinescoped to 14 additional cities, thereby bringing it to every city in the United States with television facilities.

Friday Night Frolic will be the first continuing television show organized as a permanent stock company, complete with its own technical and administrative staffs, including: Writing, music, scenery, costumes, lighting and choreography. It also will have a permanent ballet group and occasional guest stars.

Each Friday evening it will present a new show centering around a definite theme, such as Radio City, night life, cross country and the like, with sketches, songs and dances highlighting each title.

No Expense Spared

In signing the dual network contract, Ross Siragusa, president of Admiral, said no expense would be spared to make the program outstanding. He added:

"People buy television sets for one reason — to be entertained. We're going to bring to their living rooms the best Broadway has to offer."

Details of the two-network arrangements were evolved by Mr. Kirk, Commdr. Mortimer W. Loewi, executive assistant to the president of the Allen B. DuMont Labs., and Charles R. Denny Jr., executive vice president of NBC.

The joint pick-up will be made each Friday from NBC's newly-acquired International Theatre at Columbus Circle, New York.

It will be viewed over WNBT and WABD New York, WFIL-TV and WPTZ Philadelphia, WAAM and WBAL-TV Baltimore, WNBW and WTTG Washington, WNAC and WBZ Boston, WEWS and WNBK Cleveland, WNBQ and WGN-TV Chicago, WWJ-TV and WJBK-TV Detroit, WRGB Schenectady, WBEN-TV Buffalo, KSD-TV St. Louis, WTMJ-TV Milwaukee, WSPD-TV Toledo, WNHC New Haven, WDTV Pittsburgh, WTVR Richmond.

It will be kinescoped to KOB-TV Albuquerque, KDYL-TV Salt Lake City, KRSC-TV Seattle, KPIX San Francisco, KNBH Los Angeles, WLW-TV Cincinnati, WSB-TV Atlanta, WHEN Syracuse, KSTP-TV Minneapolis-St. Paul, WMC-TV Memphis, WAVE-TV Louisville, WDSU-TV New Orleans, WBAP-TV Fort Worth, KLEF Houston.

Max Liebman, who conducted the summer theatre at Tamiment, Pa., where he developed such personalities as Danny Kaye and Imogene Coca, will be producer-director and will also join Mel Tolkin and Lucille Kallen in writing lyrics and sketches. He has had the Broadway hit "Straw Hat Revue" and is a writing contributor to the current Broadway success, "Make Mine Manhattan."

Charles Sanford will be musical director. He currently holds the same post in "Make Mine Manhattan" and served similarly with "Oklahoma," "Sadie Thompson," "Hellzapoppin" and "Sons of Fun," and was assistant musical director for "Porgy and Bess."

Frederick Fox will do the scenery. He created settings for "Light Up the Sky" and "Make Mine Manhattan" as well as for "Dear Ruth," "John Loves Mary" and "Anna Lucasta." Paul Du Mont will be in charge of costumes and James Starbuck will direct choreography.

ABC'S TORNEY

Leaving to Form TV Firm

KIRK TORNEY, sales manager for KGO and the ABC Spot Sales Office, San Francisco, will resign Jan. 15 to enter private business in the television sales field.

Mr. Torney

Together with Robert Bush, San Francisco businessman, Mr. Torney will incorporate his new enterprise under the name Torney-Bush Television Co. of San Carlos, Calif. The company will sell and install leading brands of television receiving sets within the San Francisco Bay area television signal range.

Mr. Torney, a native of San Francisco, first joined the KGO sales staff in May 1944 following wartime service in the Navy. He was appointed ABC network account executive for San Francisco in November 1944, and was promoted to sales manager early in 1946.

In addition to his AM duties at KGO, Mr. Torney in recent months has handled initial KGO-TV sales operations. The station plans to begin telecasting early this year.

Gayle V. Grubb, KGO general manager, said Mr. Torney's successor has not yet been chosen, but will be named within the next week or two.

Graybar recommends...

Above you see cut-away sections of radio-frequency transmission lines that not only perform as you like but have features that cut time and cost of installation. These "Seal-O-Flange" lines (used in AM, FM, and TV transmitters) are made by Communication Products Co., Inc., and distributed by Graybar. They install without soldering and without anchor joints, expansion sections, or troublesome couplings! Each 20-foot section of line is a self-anchored unit and contains an ingenious spiral connector which provides for differential expansion. Flanges are brazed, forged brass. Neoprene ring seals pressurized lines. Trouble-free!

Graybar has *everything* you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds. To get the most suitable items the easiest, quickest way — for a small maintenance job or a complete new station — call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 4859-1

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

MANUFACTURED BY:

(1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Karp Metal;
(6) Hugh Lyon; (7) Meletron;
(8) Hubbell; (9) Presto; (10) Weston;
(11) Blaw-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant

Distributor of *Western Electric* Broadcast Equipment

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar officers in over 100 principal cities.

These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA E. W. Stone, Cypress 1751
BOSTON J. P. Lynch, Kenmore 6-4567
CHICAGO E. H. Taylor, Canal 4104
CINCINNATI J. R. Thompson, Main 0600
CLEVELAND W. S. Rockwell, Cherry 1360
DALLAS C. C. Ross, Central 6454
DETROIT P. L. Gundy, Temple 1-5500
JACKSONVILLE W. C. Winfree, Jacksonville 5-7180
KANSAS CITY, MO. R. B. Uhrig, Grand 0324
LOS ANGELES R. B. Thompson, Trinity 3321
MINNEAPOLIS W. G. Pree, Geneva 1621
NEW YORK F. C. Sweeney, Watkins 4-3000
PHILADELPHIA G. I. Jones, Walnut 2-5405
PITTSBURGH R. F. Grossett, Court 4000
RICHMOND E. C. Toms, Richmond 2-2833
SAN FRANCISCO K. G. Morrison, Market 5131
SEATTLE D. I. Craig, Main 4635
ST. LOUIS J. P. Lenkerd, Newstand 4700

Radiorama

J. P. WHITEHEAD, Miami Margarine Co. advertising director, starts the company's sponsorship of segment of Mutual's *Queen for a Day* on 245 southern stations. With him are Katherine Hardig, Ralph H. Jones Co. and (standing, l to r) Mac Ward and Ben Lochridge, MBS, and Stanley Miller, Ralph H. Jones Co., v.p.

DISCUSSING cooperation of KNBH (TV) Los Angeles with *Los Angeles Mirror* are (l to r) Robert Brown, KNBH program manager; Virgil Pinkley, editor and publisher of the *Mirror*, and Harold J. Bock, NBC Western Division television manager. Station and paper will collaborate in joint coverage of spot news and feature events. The Los Angeles NBC video outlet is scheduled to start operations about the middle of this month.

ROBERT HOAG (r), new sales manager for KTSL (TV) Los Angeles, receives congratulation on his promotion from Ward D. Ingrim, Don Lee director of advertising. Mr. Hoag was station TV sales co-ordinator.

BRIGHT future for video was voiced by Benjamin Abrams (l), Emerson Radio & Phonograph Corp. president, when interviewed by Bill Leonard on WCBS New York's *This Is New York*.

BACKING UP Art Baker (seated) when he moved his *Notebook* to KECA Hollywood are his associates of ten years ago when program started (l to r) Amos Baron, KECA sales manager; Clyde Scott, general manager; John Edwards, ABC production manager, and Rollo Hunter, KECA program manager.

VISITING Tepoztecatl Pyramids during lull in Mexico City High Frequency Conference are (l to r) Royal Howard, NAB; Mrs. Howard; Forney Rankin, NAB; Mrs. Raymond Guy, and Mr. Guy, NBC.

NEWELL-EMMETT staff artist Eric Gurney took his job in his hands when he prepared these "portraits" of the agency's partners. In real life they are (l to r) John Cunningham, George Fowler, Richard Strobridge, Fred Walsh, C. D. Newell and Tom Maloney. The drawings are part of an exhibit at Newell-Emmett offices of Mr. Gurney's caricatures of 40 agency people.

STARTING "Pennies from Benny" campaign for Infantile Paralysis Fund are (l to r) Anncr. Don Wilson; D. W. Thornburgh, CBS v.p.; A. E. Joselyn, KNX Los Angeles; Jack Benny.

2 COMMERCIAL ANNOUNCEMENTS

+ WGN = RESULTS

RESULTS which Hirsch Clothing Company of Chicago, a neighborhood store, knows about.

Hirsch announced a sale of ladies' dresses on WGN at 6:15 pm, Monday, November 29, 1948, on John Nesbitt's 15 minute program, "The Passing Parade."

This was the **only** broadcast (2 commercial announcements) — **no other promotion or advertising was used!**

BUT— here's what happened the next day, Tuesday:

By 9:30 am . . . opening time — dozens of women crowded around the front door . . .

9:35 am . . . third floor dress shop filled with milling customers asking about the "Radio Dress" . . .

9:40 am . . . first and second floors pressed into service as waiting rooms . . .

9:45 am . . . signs posted on street doors reading "Sorry. Half-hour Wait." Store employees used as auxiliary police to line up buyers waiting outside store . . .

2:00 pm . . . entire stock of sale dresses **SOLD OUT** (a sale which was to have lasted one week) . . .

6:00 pm . . . closing time — hundreds and hundreds of women had responded — an additional 250 dresses not included in the group for sale had been sold — in total, **A WEEK'S SUPPLY OF DRESSES SOLD OUT IN ONE DAY!**

YES . . . Hirsch Clothing Company knows about **RESULTS** with **WGN!**

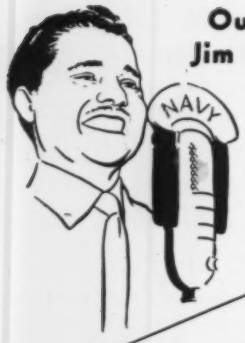
A Clear Channel Station . . .
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4



Our Star
Jim Ameche

NAVAL AIR RESERVE

OFFICE OF PUBLIC INFORMATION — COMMAND HEADQUARTERS

U. S. Naval Air Station
Glenview, Illinois

MEMO: TO PROGRAM DIRECTORS

Our thanks to the 543 stations which carried the "Naval Air Reserve Show" last season as a public service. You fellows did a swell job; and as a result, we're back in production with a new 26 week series.

The new show is grown up - bigger and (we think) better - yet it's familiar ... The regulars are all on board - our star, Jim Ameche - the Honeydreamers - and George Barnes with his Orchestra... And the guest roster is featuring many prominent names from the entertainment world.

The cast of the "Naval Air Reserve Show", and Universal Recording Corporation, placed this page so that we could announce the new series... (thanks, fellows)... And we'd like your station to come aboard if you have a weekly quarter-hour that needs a public service show of this calibre.

Just drop us a line - we'll have the new show available soon.

Sincerely,

Walter H. Kimmell
Lt.Comdr., USNR
Director of Radio

Universal Recording Corp.

George Barnes
and his Orchestra

"The Honey Dreamers"

Telestatus

(Continued from page 36)

Status	City and Applicant	Call Letters	Channel No.
Kalamazoo			
CP	Fetzer Bcstg. Co.	(WKZO-TV)	3
Lansing			
CP	WJIM Inc.	(WJIM)	6
Saginaw (see also Bay City)			
A	Saginaw Bcstg. Co.		13
MINNESOTA			
Minneapolis (see also St. Paul)			
A	Beck Studios		7
A	Independent Merchants Bcstg. Co.		7
CP	Minn. Bcstg. Corp	(WTCN-TV)	4
CP	Northwest Bcstg. Co.	(KTRV)	9
St. Paul (see also Minneapolis)			
O	KSTP Inc.	(KSTP-TV)	5
A-H	WMIN Bcstg. Co.		2
MISSISSIPPI			
Jackson			
A	Mid-South Tele. Bcstg. Co.		7
MISSOURI			
Clayton (see also St. Louis)			
A-H	Evan. Lutheran Synod		2
Kansas City (see also Kansas City, Kan.)			
CP	Kansas City Star Co.	(WDAF-TV)	4
A-H	KCKN Bcstg. Co.		2
A-H	KCMO Bcstg. Co.		5
A-H	New England Tele. Co.		5
A-H	20th Century Fox		9
A-H	WHB Bcstg. Co.		5
A-H	Midland Bcstg. Co.		9
St. Joseph			
A-H	KFEQ Inc.		13
A-H	Midland Bcstg. Co.		13
St. Louis			
A-H	Globe Democrat Pub. Co.		13
A-H	New England Tele. Co.		4
A-H	Thos. Patrick Inc.		9
O	Pulitzer Pub. Co.	(KSD-TV)	5
A-H	St. Louis U.		7
A-H	Star-Times Pub. Co.		4
A	20th Century Fox		9
NEBRASKA			
Omaha			
A-H	Central States Bcstg. Co.		7
A-H	KFAB Bcstg. Co.		7
CP	May Bcstg. Co.	(KMA-TV)	3
CP	Radio Station WOW	(WOW-TV)	6
NEW HAMPSHIRE			
Manchester			
A	Grandview Inc.		12
Portsmouth			
A	WHEB Inc.		5
NEW JERSEY			
Atlantic City			
A-H	Atlantic City Tele. Bcstg. Co.		8
A-H	Neptune Bcstg. Corp.		8
A-H	Press-Union Pub. Co.		8
Newark (see also New York, N. Y.)			
O	Bremer Bcstg. Corp.	(WATV)	13
Trenton			
A	Trenton Bcstg. Corp.		8
NEW MEXICO			
Albuquerque			
O	Albuquerque Bcstg. Co.	(KOB-TV)	4
A	Leland Holzer		5
A	William J. Baker		5
NEW YORK			
Albany (see also Schenectady-Troy)			
A-H	Hudson Valley Bcstg. Co.		7
A-H	Meredith Champlain Tele. Corp.		11
A-H	Patroon Bcstg. Co.		9
A-H	Van Curler Bcstg. Co.		9
Binghamton			
CP	Clark Associates	(WNBF-TV)	12
Buffalo (see also Niagara Falls)			
A-H	WKBW Inc.		9
A-H	Buffalo Courier Express		7
A-H	New England Tele. Co.		9
O	WBEN Inc	(WBEN-TV)	4
A-H	WGR Bcstg. Corp.		9
Corning			
A	Corning Leader		9
Elmira			
A	Elmira Star Gazette		9
Ithaca			
A	Cornell U.		4
New York			
O	American Bcstg. Co.	(WJZ-TV)	7
L	Columbia Bcstg. System	(WCBS-TV)	2
L	DuMont Labs	(WABD)	5
CP	Bamberger Bcstg. Service	(WOR-TV)	9
L	Nat'l Bcstg. Co.	(WNBT)	4
O	WPIX Inc.	(WPIX)	11
Niagara Falls (see also Buffalo)			
A-H	Niagara Falls Gazette Pub. Co.		9
Rochester			
A-H	Meredith Pub. Co.		11
CP	Stromberg-Carlson Co.	(WHTM)	6
A-H	WARC Inc		11
A-H	WHEC Inc.		2
Schenectady (see also Albany-Troy)			
L	General Electric Co.	(WRGB)	4
Syracuse			
O	Meredith Syracuse Tele. Corp.	(WHEN)	8
CP	Radio Projects Inc.	(WSRY-TV)	5
CP	WAGE Inc.	(WAGE-TV)	10
Troy (see also Albany-Schenectady)			
A-H	Troy Bcstg. Co. Inc.		9
Utica (see also Rome)			
CP	Copper City Bcstg. Corp.	(WKAL-TV)	13
CP	Utica Observer-Dispatch	(WVTL)	3
NORTH CAROLINA			
Charlotte			
A-H	Inter-City Adv. Co.		11
CP	Jefferson Standard Bcstg. Co.	(WBT-TV)	3
A-H	Radio Station WSOC		9
A-H	Surety Bcstg. Co.		9
Greensboro			
CP	Greensboro News Co.	(WTLE)	2
A	Inter-City Adv. Co.		10
High Point			
A	Radio Station WMFR Inc.		12
Raleigh			
A	WPTF Radio Co.		5
OHIO			
Akron			
A-H	Allen T. Simmons		11
A-H	Summitt Radio Corp.		11
Bellaire (see also Wheeling, W. Va.)			
A-H	Tri-City Bcstg. Co.		12
Canton			
A	Brush-Moore Newspapers		7 or 9
Cincinnati			
CP	Radio Cincinnati	(WKRC-TV)	11
O	Crosley Bcstg. Corp.	(WLWT)	4
A-H	DuMont Labs		2
CP	Scripps-Howard Radio	(WCPO-TV)	7
Cleveland			
A-H	Cleveland Bcstg. Co.		3
A-H	DuMont Labs		2
CP	Empire Coil Co.	(WXEL)	9
O	Nat'l Bcstg. Co.	(WNBK)	4
O	Scripps-Howard Radio	(WEWS)	5
A-H	United Bcstg. Co.		7
A-H	WGAR Bcstg. Co.		7
A-H	WJW Inc.		2
Columbus			
CP	Crosley Bcstg. Corp.	(WLWC)	3
CP	Picture Waves Inc.	(WTVN)	6
CP	TV Inc.	(WBNT)	10
Dayton			
CP	Crosley Bcstg. Corp.	(WLWD)	5
CP	Miami Valley Bcstg. Corp.	(WHIO-TV)	13
Toledo			
O	Fort Industry Co.	(WSPD-TV)	13
A-H	Maumee Valley Bcstg. Co.		11
A-H	Toledo Blade Co.		10
Youngstown			
A-H	Mansfield Radio Co.		13
A-H	Vindicator Printing Co.		13
A-H	WKBN Bcstg. Corp.		13
OKLAHOMA			
Oklahoma City			
A	KOMA Inc.		5
A	Mid-South Tele. Bcstg. Co.		5
A	Okla. City Tele. Co.		9
A	Southwestern Pub. Co.		9
CP	WKY Radiophone Co.	(WKY-TV)	4
Tulsa			
CP	Geo. E. Cameron Jr.		6
A-H	Public Radio Corp.		10
A-H	Tulsa Bcstg. Co.		8
A-H	Tulsa Tele Co.		10
A-H	Southwestern Pub. Co.		8
A-H	Southwestern Sales Corp.		8
OREGON			
Portland			
A-H	KOIN Inc.		8
A-H	KPOJ Inc.		12
A-H	Edward Lasker		10
A-H	Oregonian Pub. Co.		6
CP	Video Bcstg. Co.	(KTVU)	3
A-H	Westinghouse Radio Stations		10
PENNSYLVANIA			
Allentown (see also Bethlehem-Easton)			
A-H	Lehigh Valley Bcstg. Co.		8
A-H	Penn-Allen Bcstg. Co.		8
Altoona			
A	Central Pa. Corp.		9
A	Gable Bcstg. Co.		9
Bethlehem (see also Allentown-Easton)			
A-H	Philco Tele. Bcstg. Corp.		8
Easton (see also Allentown-Bethlehem)			
A-H	Easton Pub. Co.		8
Erie			
CP	Dispatch Inc.	(WICU)	12
A	Presque Isle Bcstg. Co.		3
Harrisburg			
A-H	Harold O. Bishop		8
A-H	WHP Inc		8
Hazleton			
A	Hazleton Bcstg. Co.		2
Johnstown			
CP	WJAC Inc.	(WJAC-TV)	13
Lancaster			
CP	WGAL Inc	(WGAL-TV)	4
Meadville			
A	Meadville Bcstg. Service		13
Philadelphia			
A-H	Daily News Tele. Co.		12
A-H	Pa. Bcstg. Co.		12
O	Phila. Inquirer	(WFIL-TV)	6
L	Philco Tele. Bcstg. Corp.	(WPTZ)	3
O	WCAU Inc.	(WCAU-TV)	10
Pittsburgh			
A-H	Allegheny Bcstg. Corp.		8
CP	DuMont Labs	(WDTV)	3
A-H	Matta Bcstg. Co.		10
A-H	Pittsburgh Radio Supply House		10
A-H	United Bcstg. Corp.		10
A-H	WCAE Inc.		10
A-H	Westinghouse Radio Stations		6
A-H	WWSW Inc.		10
Reading			
A-H	Eastern Radio Corp.		5
A-H	Hawley Bcstg. Co.		5
Scranton (see also Wilkes-Barre)			
A	Appalachian Co.		7
Wilkes-Barre (see also Scranton)			
A-H	Louis G. Baltimore		11
A-H	Wyo. Valley Bcstg. Co.		11
Williamsport			
A	Central Pa. Corp.		13
A	WRAK Inc		13
York			
A-H	Helm Coal Co.		8
A-H	Susquehanna Bcstg. Co.		8
RHODE ISLAND			
Providence			
A-H	Cherry & Webb Bcstg. Co.		13
CP	Outlet Co.	(WJAR-TV)	11
SOUTH CAROLINA			
Greenville			
A	Greenville News Piedmont Co.		10
TENNESSEE			
Memphis			
A	Bluff City Bcstg. Co.		5
O	Memphis Pub. Co.	(WMCT)	4
A	Mid-South Tele. Bcstg. Co.		9
A	WMPS Inc.		9
A	WREC Bcstg. Service		7
A	Harding College		2
Nashville			
A	Capitol Bcstg. Co.		9
A	WLAC Bcstg. Service		7
A	WSIX Bcstg. Station		5
CP	WSM Inc.	(WSM-TV)	4
TEXAS			
Amarillo			
A	Amarillo Tele. Co.		5
Austin			
A	Austin Tele. Co.		8
A	Texas Telenet System		10
Beaumont			
A	Lufkin Amusement Co.		10
Brownsville			
A	Brownsville Tele. Co.		7
Corpus Christi			
A	Corpus Christi Tele. Co.		6
A	Texas Telenet System		3
Dallas			
A-H	A. H. Belo Corp.		12
A-H	Texas Television		10
A-H	City of Dallas		10
CP	KRLD Radio Corp.	(KRLD-TV)	4
CP	Lacy-Potter Tele. Bcstg. Co.	(KBTV)	8
A-H	Variety Bcstg. Co.		2
Fort Worth			
O	Carter Pub. Inc.	(WBAP-TV)	5
A	Tele. Enterprises		10
A	Texas State Network		2
El Paso			
A	Claude H. Craig		5
A	El Paso Tele. Co.		7
Harlingen			
A	Harlingen TV Co.		9
Houston			
A-H	Harris Bcstg. Co.		5
A-H	Texas Tele. Co.		7
A-H	Houston Post Co.		4
A-H	KTRH Bcstg. Co.		5
CP	W. Albert Lee	(KLEE-TV)	2
A-H	Shamrock Bcstg. Co.		7
San Antonio			
A	Express Pub. Co.		7
A	Texas Telenet System		2
CP	San Antonio Tele. Co.	(KEYL)	5
A	Texas State Network		2
CP	Southland Industries	(WOAI-TV)	4
A	Walmac Co.		9
A	Mission Bcstg. Co.		12
Tyler			
A	Tyler Bcstg. Co.		9
Waco			
A	Waco Tele. Co.		6
Wichita Falls			
A	Wichita Falls Tele. Co.		8
A	Leland Holzer		10
UTAH			
Salt Lake City			
O	Intermountain Bcstg. Corp.	(KDYL-TV)	4
A	Edward Lasker		7
CP	Radio Service Corp. of Utah	(KSL-TV)	5
A	Salt Lake City Bcstg. Co.		7
A	Utah Bcstg. Co.		2
A	Granite Dist. Radio Bcstg. Co.		9
VIRGINIA			
Newport News (see also Norfolk-Portsmouth)			
A	Hampton Roads Bcstg. Corp		7
Norfolk (see also Newport News-Portsmouth)			
A	Commonwealth Bcstg. Corp.		13
A	Beachview Bcstg. Corp.		11
CP	WTAR Radio Corp.		4
A	Larus & Bro. Co.		13
Richmond			
O	Havens & Martin Inc.	(WTVR)	6
A-H	Larus & Bro. Co.		10
A-H	Lee Bcstg. Co.		10
A-H	Richmond Radio Corp.		3
A-H	Southern Bcstrs.		8
WASHINGTON			
Seattle			
A-H	Fishers' Blend Station		2
A-H	KING Bcstg. Co.		7
A-H	Edward Lasker		7
A-H	Queen City Bcstg. Co.		11
O	Radio Sales Corp.	(KRSC-TV)	5
A-H	Totem Bcstrs		7
A-H	20th Century Fox		11
Spokane			
A	Harry L. (Bing) Crosby Jr.		7
Tacoma			
A	Tele. Tacoma		4
A	Harry L. (Bing) Crosby Jr.		9
Yakima			
A	Harry L. (Bing) Crosby Jr.		6
WEST VIRGINIA			
Charleston			
A	Charleston Tele. Inc.		7
A	Charleston Bcstg. Co.		13
Huntington (see also Ashland, Ky.)			
CP	WSAZ Inc.	(WSAZ-TV)	5
Wheeling (see also Bellaire, Ohio)			
A-H	W. Va. Bcstg. Corp.		12
WISCONSIN			
Madison			
A-H	Badger Bcstg. Co.		9
A	Monona Bcstg. Co.		9
A-H	Radio Wis. Inc.		9
Milwaukee			
A-H	Hearst Radio		10
O	Journal Co.	(WTMJ-TV)	3
A-H	Milwaukee Bcstg. Co.		6
A-H	Wis. Bcstg. System		8

WHIO-TV

Starting Tests Jan. 17

A REGULAR schedule of test patterns will be started Jan. 17 by WHIO-TV Dayton, Ohio, according to R. H. Moody, WHIO manager.

Beginning Jan. 31 WHIO-TV will televise the Dayton Golden Gloves Tournament, sponsored by RCA Victor and its local dealers. The station will operate on Channel 13 (210-216 mc) with 24 kw visual, 25.2 kw aural.

two are always better than one.

On the surface there may not seem to be much similarity between over-water locomotion and broadcast advertising...But in the city of Baltimore, Maryland, there lies an exact parallel.

For Baltimore, with a fair array of broadcasting stations for a city of its extensive size and buying power, has *only one* broadcaster...WBAL...that offers advertisers a powerful combination of both AM and Television under the same aegis*.

The advantages of this? Very simple...and very interesting. With WBAL and WBAL-TV used in combination

...you can promote your shows both ways

...you can publicize your talent both ways

...you can merchandise your product (or service) both ways

*under the same roof for that matter. Both WBAL and WBAL-TV are luxuriously housed at 2610 North Charles Street, Baltimore 18, Md.

...e...

Your advertising in one medium reinforces and strengthens your effort in the other...with the net result that each sales message you broadcast, on either AM or TV, has a commercial power that will strike envy into the heart of your strongest competitor.

In fact, the WBAL combination has proved *so strong* that many advertisers—who have as yet used only one of the two media—have derived large indirect sales benefits from the fact that both exist on WBAL.

So...if you have an eye (and an ear) for the rich Baltimore market, come and see us. WBAL will help keep your advertising effort, your sales curve and the figures in your ledger all headed in the right direction...because

in Baltimore, WBAL—and only WBAL—offers both

WBAL
1090 KC 50 KW
NBC Affiliate

WBAL-TV
Channel 11 36.2 KW
NBC Affiliate

Represented nationally by
Edward Petry & Co.

WBAL and WBAL-TV
Mean Business in Baltimore!

Editorial

BMB's Survival?

FOR THE 'NTH time in its tumultuous career, Broadcast Measurement Bureau is in turmoil. But this time it is the life-or-death McCoy. There are charges that its formula and its research are wrong; that it is mismanaged; that it coerces stations through advertiser-agency pressures; that it tries to be all things to all people, and, finally, that it is in unnecessarily dire straits.

These allegations are answered categorically in this issue by BMB. The blanket contention is that those who criticize are malcontents, goaded by nefarious motives and who do not know the facts.

The very topic of basic coverage measurement is controversial. But everybody agrees that radio should have a counterpart of the Audit Bureau of Circulations.

There are those who argue that BMB should show only those who can hear a station and where he can hear it, not whether he listens, how often, and to what he listens. ABC, they point out, doesn't purport to show who reads a publication, but simply whether he gets it.

That there's something wrong in the Denmark that's BMB is beyond question. That BMB, or some other such cooperative measurement is desirable, likewise is established.

The BMB executive committee meets tomorrow. It sits, not as a committee, but as a board of inquiry. Should there be a change in basic research methods? Should the agencies and advertisers pay their tithings to the support of a revitalized BMB, as they do to ABC? The desirability of cooperative control, rather than private, is obvious. And a change in BMB management is inevitable.

It would be tragic to let BMB die. Top level consultation is needed—top advertisers, top agencies and top broadcasters. If there's more of the interne-level fiddle-faddling through committees and subcommittees unauthorized to act with finality, BMB could be a gone goose before the Ides of March.

No Jan. 1 Jeanie

HARDLY a station in the nation played "Jeanie With the Light Brown Hair" last New Year's Day. If any did, it was by sheerest programming circumstance.

Eight years ago that day, "Jeanie," resurrected from the limbo of public domain, was No. 1 on the *Hit Parade*—an ASCAP-less parade.

Today there's healthy competition in music, with both ASCAP and Broadcast Music Inc., radio-owned music source of supply. The ASCAP-radio contracts were automatically renewed Jan. 1, with no increase in rates.

If there was a murmur of controversy or any semblance of rancor in the renewal negotiations of radio with ASCAP, it wasn't discernible in the public prints or in NAB councils. There's a reason—about 200 pounds of it—in the person of Theodore C. Streibert, president of WOR and chairman of the NAB Music Advisory Committee. For the past couple of years, Mr. Streibert has functioned quietly and effectively in his dealings with ASCAP. He commands the respect of broadcasters and of ASCAP leaders alike.

For the next nine years, then, there will be no "Jeanies" on the airwaves unless the program-makers want them there, or unless the boys want to play an encore in tribute to Ted Streibert's prowess.

TV's Golden Spike

IN RAILROAD history, the red letter event was the driving of the Golden Spike on May 10, 1869, at Ogden, Utah. It marked the junction of the first transcontinental railway.

Tomorrow (Jan. 11) television's counterpart of the Golden Spike becomes a *fait accompli*. The East and the Midwest will be interconnected for TV. Later, and probably faster than the present AT&T timetable, the lines will extend coast-ward.

Logically bracketed with the East-Midwest TV junction is the observation of FCC Chairman Coy that "Television is rapidly becoming America's pasttime."

Panelled Bureaucracy

AFTER A lapse of 11 years, the FCC is returning to a "panel" or "division" organization, designed to expedite its work principally by seeking to break the broadcasting bottleneck.

Unlike previous Commissions, this is one wherein all the members do not want to get in on the broadcasting (and now the telecasting) act. Comr. E. M. Webster, who lives and breathes safety and special services, becomes chairman of the panel of that name. And he's been the prime mover for swift reorganization lest the FCC find itself hopelessly snafued. Serving with him are Vice Chairman (of the FCC) Paul A. Walker, a common carrier rather than a broadcasting expert, and Comr. Robert F. Jones, who has demonstrated that he can fit into any regulatory niche and do a man-sized job of it. The same three make up the Common Carrier Panel, but with Mr. Walker appropriately as chairman.

The brunt falls on the Broadcast Panel. Rosel H. Hyde, who came up the hard way through the FCC ranks, heads it. He's a Republican, and so is Comr. George E. Sterling, former chief engineer and another career success story, who will sit with him. Miss Frieda Hennock, who joined the FCC last year leaving a top law practice in New York with an exemplary record, is the third Broadcast Panel member and the only Democrat. The fact that this important panel is so organized is adequate proof that the reorientation was not dictated along partisan lines, but rather on the basis of qualification, and seniority.

The chairman, Wayne Coy, will not sit on any division, but will be an alternate member of each. His function is largely administration and policy. High policy matters involving rule-making procedures and general allocations automatically are the function of the full Commission. And appeals from each panel automatically go to the full FCC.

On paper, this looks like a long stride in the right direction.

But any such project is as good (or as bad) as the men (and women) who administer it. We think Chairman Coy is wise in shedding the burden of meeting and hearing detail. The present duties of the chairman entail the ubiquity of a Whirling Dervish.

Upon the degree of autonomy given each panel will, in our view, depend the success of the new system. If many broadcast cases are appealed to the full FCC, it won't lighten the work-load but do the exact opposite, by introducing a new and cumbersome step.

We hope the panel plan works. This Commission is the best manned since creation of the FCC in 1934, to undertake such a "segregation" plan.

Our Respects To—

HAROLD BARKLEY STOKES

WHEN THE EASTERN television networks start piping their programs into the Midwest this week, they can thank Harold Barkley Stokes, radio and television program director of ABC's Central Division, for having made thousands of midwesterners TV-network conscious.

Since the Midwest coaxials and relays were opened for business last fall, Mr. Stokes has been supplying 16 hours of network programming weekly out of his 22-hour schedule at WENR-TV Chicago.

Hundreds of letters from televiewers, dealers, and TV station officials in Buffalo, Cleveland, Detroit, Toledo, and Milwaukee have commended ABC for breathing life into AT&T's western facilities. But few writers have realized that ABC's broad-shouldered, florid-faced Chicago program chief has been responsible—more than any other one man—for sustaining TV interest in these cities.

With becoming modesty, Mr. Stokes reckons his efforts have helped Midwest video dealers sell "a few hundred" sets, but network researchers estimate the figure runs "well into the thousands."

It was last Sept. 1 that Paul Mowrey, ABC television director, flew into Chicago with the $64 question: Assuming that WENR-TV's engineers would be ready, could Mr. Stokes stage a premiere by Sept. 17, and three days later be prepared to start regular programming on the Midwest network? If so, ABC could blaze a Midwest video trail and perhaps win friends for its combined eastern-western network of the future.

This meant that Mr. Stokes, in addition to working himself "into a lather" for the next 16 days and nights, henceforth would handle TV as well as AM programming for the Central Division. He calmly answered Mr. Mowrey with a question of his own:

"How many program-hours a week did you have in mind, Paul?"

When the TV boss suggested 16, Harold Stokes only smiled. This *was* a challenge, but hardly equal to the one NBC tossed him in the early '30's. He was asked to whip up 11 programs for WMAQ Chicago in *one* day. Of course, that was AM—this was TV. But was there much difference? Apparently not too much.

Of 15 WENR-TV originals, seven have come out of the Stokes noggin. Critics call his *Super Circus* one of the finest 60-minute video properties on the air. Four bidders currently are racing for sponsorship. His *Music in Velvet*

(Continued on page 48)

Mark well, ye sellers, this market-wise mot: "There is music wherever there is harmony, order or proportion." It was Sir Thomas Browne's way of saying, some centuries ago, that music lovers are a well balanced lot . . . steady, reliable, and generally on the ball. Qualities that make a good customer! And because WQXR broadcasts the *most* good music in New York, it is welcomed into 550,000 homes by just such could-be customers of *yours*. Many of them would be, too, if you asked them. Why not go after this most profitable portion of the world's largest and most profitable market? Today, call CIrcle 5-5566.

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

Respects

(Continued from page 46)

is everything the name implies. *What Do You Think*, the *Skip Farrell Show*, *Cartoon Contrasts*, the *Set 'Em Up Bowling Show*, and *Vaudeo Varieties* show the wide range of his thinking.

Mr. Stokes is most careful to select programs that can be enjoyed by the entire family. He won't overload with programs for youngsters or with culinary exhibitions for the ladies. He insists on a well-balanced variety of tele-fare beamed toward every member of the household.

His present schedule:

Musical variety 25%, Sports 20%, Children's Shows 20%, Forum and Discussion 15%, Drama 10%, Audience Participation 10%.

Harold Stokes got his start in the entertainment world in Nokomis, Ill., an agricultural and mining town 65 miles northeast of St. Louis. He is one of three "famous sons of Nokomis," whose names once adorned a billboard welcoming motorists to the town. The others are former baseball greats Jim Bottomley of the St. Louis Cardinals and Charley (Red) Ruffing of the New York Yankees.

At the age of five Harold played *Fishes in the Brook* in a piano recital. The rendition so pleased him, he recalls, that he applauded himself.

Keyboard Artistry

When he was 11, the family moved to St. Louis so his father could be closer to his grain brokerage business. They lived in the Laclede Hotel, whose manager was so impressed by Master Harold's artistry at the keyboard that he invited him to play nightly on the mezzanine. In the Soldan High School orchestra, his versatility as a musician first came to the fore when the director tried him out on a clarinet. Soon, he was doubling on all the woodwinds. But when he organized his first dance orchestra, at the age of 15, he was at the piano. Another chap named "Pee Wee" Russell "could play clarinet better."

Toward the end of his high school days, Mr. Stokes took up the accordion. He had two reasons: (1) During intermissions on river boat engagements "you could take an accordion up on the moonlight deck to entertain the girls"; (2) at the U. of Missouri, college of his choice, Eddie Freivogel's Quadrangle Orchestra already had a good pianist—Eddie himself.

His choice of accordion was a happy one, for after making the Quadrangle band he caught the eye of Paul Whiteman's Collegians, who were touring the western college circuit. They invited him to join them for an engagement at the Chase Hotel in St. Louis and later accompany them to Chicago for the opening of the Congress Hotel's Pompeian Room.

He liked the "big town" so much that he joined Del Lampe's Trianon Ballroom orchestra rather than hit the road again with the Collegians. While at the Trianon, his roommate was a sax player named Wayne King.

A year later, an opportunity to "lead a band" presented itself for the first time since his high school days. Detroit's famous jazz impresario Gene Goldkette wanted a conductor-arranger. Mr. Stokes, who now had become attached to Chicago, went to the Motor City only because the Goldkette band featured such musicians as the immortal Bix Beiderbecke, Tommy and Jimmy Dorsey, Frankie Trumbauer, and Joe Venudi. The Stokes arrangements of "Limehouse Blues" and "That's a Plenty," as played by these performers, enjoy wide popularity today.

The following year, Harold Stokes was lured back to the Windy City by the stage-band craze. For 18 months he led featured orchestras at the Senate, Harding, and Belmont theatres, then joined pianist Roy Bargy for the opening of the Stevens Hotel, largest in the world.

An engagement with Mr. Bargy at the Edgewater Beach Hotel was followed by a brief sojourn in Kansas City directing the Goldkette band at the opening of Plamor Ballroom. Hoagy Carmichael was at the piano, "Pee Wee" Hunt on trombone, and "Red" Engle on sax. When this outfit was routed back to Chicago for alternate engagements at the Trianon and Aragon "wonder ballrooms," Mr. Stokes got his first chance to participate in a regular schedule of broadcasting. WGN, the *Chicago Tribune* station, engaged the Goldkette band as studio orchestra, with Mr. Stokes conducting.

On Studebaker Show

He wielded the baton for the first coast-to-coast broadcast from Chicago—the *Studebaker Champions* show and has remained in radio, for the most part, ever since, leaving town only for "grand openings" in other cities or to handle business sidelines.

For example, he went to Omaha to start the Hotel Paxton's *Pow Wow* over WOW, and in recent years spent considerable time on his 120-acre farm in Hillsboro, Ill., raising broilers for the El Gaucho Restaurant on Skokie Highway, north of Chicago. He formerly was partner in El Gaucho with Lawrence Salerno, WGN baritone of a decade ago.

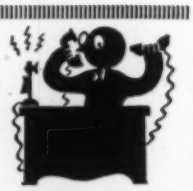
Mr. Stokes' career as an upper-level musical director and programmer began in 1930 when he took over production of the *Carnation Hour* and the Armour program at NBC Chicago.

Four years later, WGN hired him back as musical director and he remained at Tribune Tower eight years. After three years of shuttling between his Hillsboro farm, El Gaucho, and the Wilding Picture Corp., where he wrote musical scores for commercial movies, he joined ABC in 1945.

His wife, Mary, is one of the darlings of Chicago radio. Possessor of long blonde tresses, she led the overture for WENR-TV's grand opening last fall and regularly leads the band on ABC's *Junior Junction* and WENR-TV's *Super Circus*, now on the Midwest TV network. Her radio name is Mary Hartline.

The Stokes apartment is in Evanston, where soft strains from the Steinway often are heard during the wee hours after WENR has signed off.

Management



MEFFORD R. RUNYON, former executive vice president and director of Columbia Records, New York, who left to direct field activities of American Cancer Society, has been elected executive vice president of the society. Mr. Runyon is a former vice president and director of CBS.

BERTON SONIS, former program director of WCHS Charleston, W. Va., has been appointed manager of WTIP same city.

DAN TANNEHILL, with KRJF Miles City, Mont., as manager and commercial time salesman since its inception in 1941, has resigned to join KWYO Sheridon, Wyo., as part owner. **W. F. FLINN,** general manager of Star Printing Co., owner and operator of KRJF, is now manager of station. **NORM ENGSTROM** becomes commercial time salesman.

ROY F. THOMPSON, owner and general manager of WRTA Altoona, Pa., has been appointed campaign director of local March of Dimes for 1949. He has also been appointed general chairman of committee for celebration of Altoona's 100th anniversary in 1949.

CLAUDE S. MIDDAGH has been appointed manager of WKNY Kingston, N. Y. He has been with station since January 1944.

RALPH HENRY, program director at KVER Albuquerque, N. M., has been appointed assistant manager of station.

FRED WOOD, former conductor of WIP Philadelphia *Dawn Patrol* program, has been appointed general manager of WWBZ Vineland, N. J.

BOB MORAN, general manager of WRON Vidalia, Ga., will resign effective Feb. 5. His future plans will be centered around play-by-play sports announcing and sales.

Mr. Moran

TROY McDANIEL, manager of KGBS and KGBS - FM Harlingen, Tex., has been elected president of Harlingen Kiwanis Club. **DAVE BENNETT,** assistant manager, is new president of San Benito (Tex.) Kiwanis Club.

BOB BELL, program director of WCTC New Brunswick, N. J., has been appointed director of station relations and assistant to **JAMES L. HOWE,** general manager and president of Chanticleer Broadcasting Co., licensee of station. **NAT SHOEHALTER** succeeds Mr. Bell as program director.

WILLIAM B. DOLPH, executive vice president of WMT Cedar Rapids, Iowa, and head of William B. Dolph Enterprises, Washington, is at Emergency Hospital, Washington, recuperating from minor surgery performed last Wednesday.

DONALD E. BOUDREAU is now manager, commercial manager and program director of WKID Urbana, Ill. **G. MAX KIMBREL** serves as co-manager and chief engineer of station. Other personnel changes include: **MYRON WALDEN,** sports director, and **JOAN RICHARDS,** women's director.

PENNY RESIGNS

Raymer Closes in Atlanta

ROYAL E. PENNY, formerly manager of the Atlanta office of Paul H. Raymer Co., station representative, resigned effective with the closing of Raymer's Atlanta office Dec. 31.

Mr. Penny

Before joining Raymer Mr. Penny was sales manager of WBT Charlotte and southern manager of CBS Radio Sales. Prior to that he was sales manager of WPTF Raleigh, N. C. Mr. Penny's future plans are undetermined, but he plans to reside in Atlanta for an indefinite period.

WOIC Luncheon

ADVERTISING Club of Washington will hold a "WOIC Day" luncheon at the Statler Hotel Jan. 11 to introduce officially staff personnel of the city's fourth video station, WOIC (TV), to club members. Eugene S. Thomas, WOIC general manager, is scheduled to make the introductions and outline briefly station's plans for servicing the Washington area. WOIC, affiliated with both CBS and MBS television networks, begins operation Jan. 16. Ed Sullivan, star of CBS-TV's *Toast of the Town* and columnist, will serve as m.c., assisted by Al Kelly, comedian.

Reaching Toward the Clouds

for KFAM, St. Cloud, Minn.

(AM-250 watts...FM-50 kilowatts)

● Familiar landmark on Military Highway west of St. Cloud is KFAM's 440-foot Truscon Self-Supporting Steel Radio Tower, which mounts an RCA 4-section FM Pylon. Overall, the antenna reaches 494 feet toward the clouds.

The Times Publishing Company of St. Cloud is one more in the long list of station operators turning to Truscon for solution of radio tower problems. Experienced Truscon engineers analyze specific locations, weather, winds, geography and other factors—and develop the right tower design to assure continuous, uninterrupted service.

Another TRUSCON TOWER OF STRENGTH 440 FT. HIGH

Whenever you require new or additional antennas, call on Truscon Radio Tower Engineers. With their world-wide experience, plus extensive Truscon manufacturing facilities, they can furnish any type of radio tower you need—tall or small, guyed or self-supporting, uniform or tapered in cross-section, for AM, FM, or TV. A phone call or letter to our home office in Youngstown, Ohio, or to any nearby Truscon District office, brings prompt action—with no obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

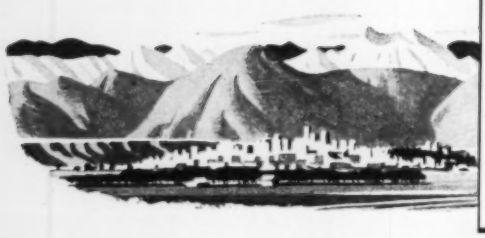
TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED **TOWERS**

ARE YOU MISSING THE MARK ON THE PACIFIC COAST?

IF YOU'RE AIMING to pin down a sales message on the *whole* big, wealthy Pacific Coast market, buy Don Lee and hit the mark. Only the Don Lee network, with 45 stations, can release your message from *within* every important buying market on the Pacific Coast.

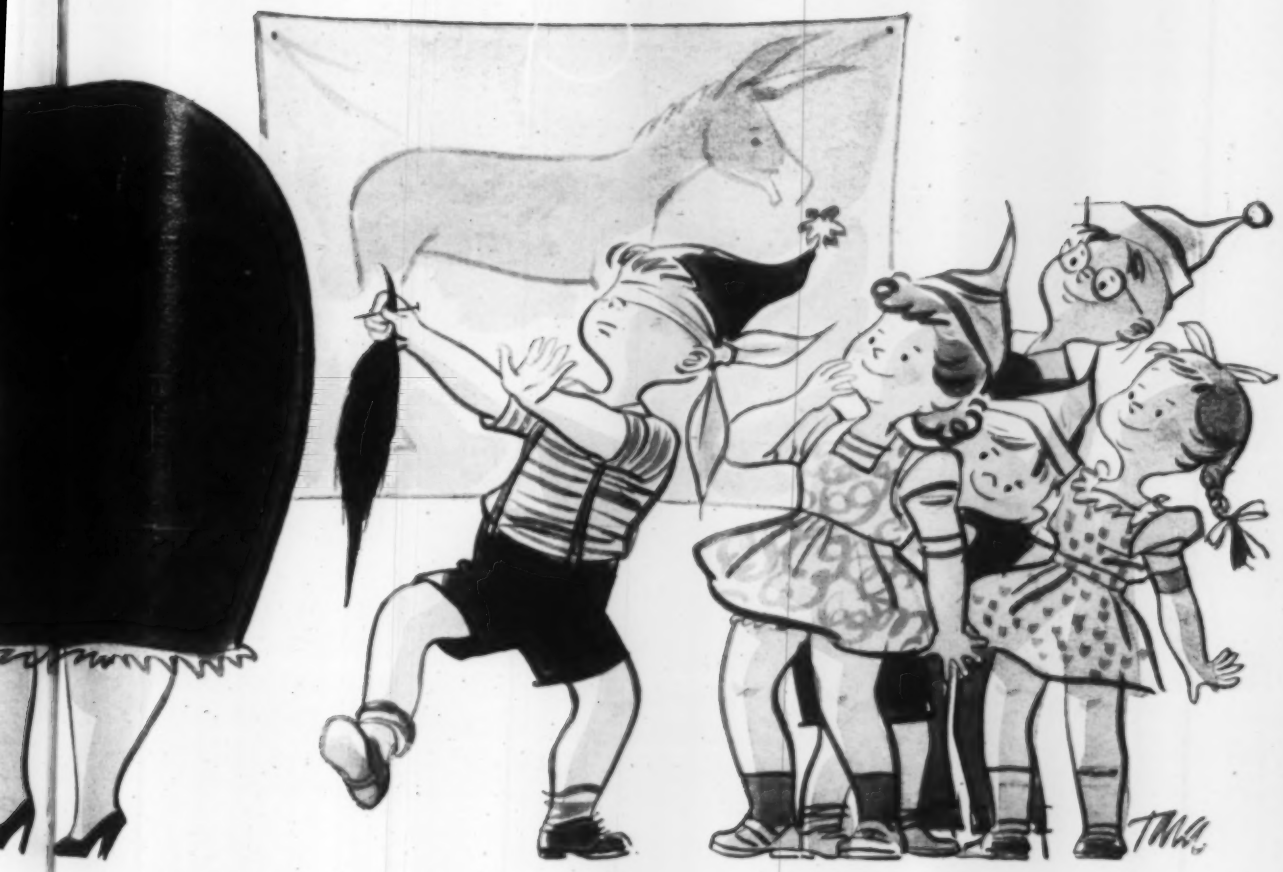
Pacific Coast people listen to their own local network station rather than to out-of-town or distant stations, because mountains up to 15,000 feet high make reliable long-range reception impossible. It takes a lot of local network stations for all the people to hear your radio message, and only Don Lee has enough of them.

LEWIS ALLEN WEISS, *President* WILLET H. BROWN, *Exec. Vice-Pres.* · WARD D. INGRIM, *Director of Advertising*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY



Of the 45 Major Pacific Coast Cities

ONLY 10	3	7	25
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**



Don Lee has a station in every city where the other three Pacific Coast networks have one. To cover the rest of the Pacific Coast (115 "outside" market counties), Network A has 11 stations, Network B has 3 stations, and Network C has 2 stations—but Don Lee has 32 stations, *twice as many* as the other three networks *combined*.

Only Don Lee, with 45 stations, has facilities to cover both "inside" and "outside" Pacific Coast markets, where over 13½ million people enjoy a buying income of 22 billion dollars a year. Don't buy your Pacific Coast radio blindfolded. Buy Don Lee and reach the *whole* rich Pacific Coast.

The Nation's Greatest Regional Network

XUM

Commercial

ROBERT P. MURRAY, formerly of WAVZ New Haven, has joined sales staff of Adam J. Young Jr. Inc., New York station representative

TED ARNOLD, local sales manager at WHBF and WHBF-FM Rock Island, Ill., has been appointed director of Rock Island Chamber of Commerce for a three-year term.

PAUL H. RAYMER Co., Los Angeles, radio representative, has moved to new offices at 1680 N. Vine St. Phone is Hudson 2-2376. JACK GALE heads office.

DON MEIER, former WBKB (TV) Chicago sales manager, has joined NBC Central Division's video department as sales-program coordinator.

W. IRVING ROSE has joined sales staff of WKNY Kingston, N. Y.

PAUL A. KEHLE, formerly with WTBF Troy, Ala., has joined KVER Albuquerque, N. M., as sales manager.

MARTIN S. POLLINS and JOSEPH X. O'HARA have been appointed account executives with WNJR Newark, N. J.

NED MOWBRAY has been appointed local sales representative of WFBR Baltimore.

KUTA Salt Lake City has announced appointment of GEORGE P. HOLLINGBERY Co., Chicago, as its representative.

WILLIAM B. HARTIGAN has joined WABY Albany, N. Y., as sales representative. He previously had been active with representative firms in New York and Atlanta.

PHILIP FUHRMANN has been appointed account executive for WPTR Albany, N. Y. He was formerly sales manager of WABD (TV) New York.

ROBERT J. CONWAY, for 13 years with sales department of Flint & Kent, Buffalo, N. Y., department store, has joined sales staff of WBEN Buffalo.

CBS RENEWALS

Five Sponsors Re-Sign

CBS has announced the renewal of five network programs by their respective sponsors. They are:

David Harum, Mon.-Fri., 3-3:15 p.m., B. T. Babbitt Inc., New York, through Duane-Jones Inc., New York.

Eric Sevareid and the News, Mon-Fri., 6-6:15 p.m., Metropolitan Life Insurance Co., New York, through Young & Rubicam, also New York.

We, the People, Gulf Oil Corp., Pittsburgh, Tuesdays, 9-9:30 p.m., through Young & Rubicam, New York.

Philip Morris Playhouse, Philip Morris & Co., New York, Fridays, 10-10:30 p.m., through the Biow Co., New York.

Gene Autry Show, Wm. Wrigley Jr. Co., Chicago, Saturdays, 8-8:30 p.m., through Arthur Meyerhoff & Co., Chicago.

Florida Citrus Drive

FLORIDA Citrus Commission, Lakeland, Fla., on Jan. 24, starts a spot announcement campaign, five times a week on six stations in the southern market. Benton & Bowles, New York, its agency, placed the six-weeks contracts on the stations.

THE PULSE

'Lux Theatre,' Benny P.M. Leaders

AVERAGE ¼-hour sets in use in the five cities covered by The Pulse Inc. was slightly lower in November-December over the two previous months, due to a decrease in New York listening. The five cities — New York, Philadelphia, Boston, Chicago and Cincinnati— showed 22.9 for November and December as against 24.0 in September and October.

In its Top Ten lists, *Lux Theatre* and Jack Benny were the evening leaders for the five cities. Giveaways disappeared from the rolls. Over half the ten leading evening programs were of the comedy-variety type. The figures:

AVERAGE ¼ HR. SETS-IN-USE
Entire Week, 6 a.m.-12 Midnight

	Nov. Dec. 1948	Sept. Oct. 1948
Cincinnati	28.2	26.4
Chicago	26.4	24.4
Boston	23.2	23.3
Philadelphia	23.2	21.6
New York	20.4	24.7
5 Areas Combined	22.9	24.0

TOP 10 EVENING & DAYTIME
Highest ¼ Hr. Rating

Evening	Nov. Dec.	Sept. Oct.
Lux Theatre	23.9	19.0
Jack Benny	23.7	
Fibber McGee-Molly	20.4	
Walter Winchell	19.8	15.3
Bob Hope	19.8	
Phil Harris-Alice Faye	19.4	
Godfrey's Talent Scouts	18.7	13.7
My Friend Irma	16.0	12.3
Fred Allen	15.9	
Inner Sanctum	15.0	12.6

Highest ¼ Hr. Rating

Daytime—5 a-week	Nov. Dec.	Sept. Oct.
Arthur Godfrey	9.1	8.6
Grand Slam*	8.3	7.6
Rosemary	8.0	7.6
Big Sister	7.8	7.9
Ma Perkins	7.8	7.7
Breakfast Club	7.8	7.8
Helen Trent	7.7	7.7
Our Gal Sunday	7.6	7.9
Aunt Jenny	7.1	
Guiding Light	7.1	7.1

SAT. & SUN. DAYTIME

	Nov. Dec.	Sept. Oct.
The Shadow	8.9	8.3
Junior Miss	7.1	5.4
Let's Pretend	6.9	6.1
Quick as a Flash	6.9	6.4
Counterspy	6.6	5.2
Grand Central Station	6.2	
True Detective	6.0	5.7*
Theatre of Today	6.0	6.4
Archie Andrews	5.4	5.3
House of Mystery	5.4	

* Four-City Average

—New York—

Decline in listenership in New York was ascribed to falling off of interest in political news, preholiday activities and fewer sportscasts of major interest. *Lux Theatre* and Walter Winchell were the top evening shows in New York. The figures:

AVERAGE ¼ HR. SETS-IN-USE
6 a.m.-12 Midnight, Entire Week

December 1948	24.2
November 1948	26.5
December 1947	23.9

TOP 10 EVENING & DAYTIME— METROPOLITAN NEW YORK
Highest ¼ Hr. Rating

Evening	Dec.	Nov.
Lux Radio Theatre	25.0	23.0
Walter Winchell	22.7	22.3
Fibber McGee-Molly	21.7	19.3
Bob Hope	20.3	18.3
Godfrey's Talent Scouts	20.3	17.0
Jack Benny	20.3	22.3
Burns & Allen	18.3	
Fred Allen	17.7	
Stop the Music	17.3	
My Friend Irma	17.3	17.3

Highest ¼ Hr. Rating

Daytime—5 a week	Dec.	Nov.
Arthur Godfrey	7.8	7.3
Grand Slam	6.7	7.9
Rosemary	6.7	7.3
Big Sister	5.9	
Helen Trent	5.9	6.2
My True Story	5.9	6.8
Harry Clark, News	5.8	7.1
Our Gal Sunday	5.7	6.2
Ma Perkins (1:15)	5.5	
Jack Sterling	5.5	6.7

SAT. & SUN. DAYTIME

	Dec.	Nov.
The Shadow	7.7	9.3
Children's Hour	7.3	7.0
Counterspy	6.3	8.0
C. F. McCarthy, News	6.3	5.3
Make Believe Ballroom (Sat., 11:00 a.m.)	6.0	6.0
Solitair Time	5.7	5.0
Strike It Rich	5.3	
Bing Crosby Records (Sat., 11:30 a.m.)	5.3	6.0
Junior Miss	5.3	
So. Calif.-Notre Dame (Sat., 5:45)	5.0	

—Chicago—

Listening increased in Chicago for all periods of the day during November-December. Sportscasts disappeared from the Top Ten. The figures:

AVERAGE ¼ HR. SETS-IN-USE
6 a.m.-12 Midnight, Entire Week

November-December 1948	26.4
September-October 1948	24.4
November-December 1947	23.1
Entire Year 1948	24.8

TOP 10 EVENING & DAYTIME— METROPOLITAN CHICAGO
Highest ¼ Hr. Rating

Evening	Nov. Dec.	Sept. Oct.
Jack Benny	27.3	
Fibber McGee-Molly	23.0	
Phil Harris-Alice Faye	22.5	
Bob Hope	21.5	
Lux Theatre	18.8	18.3
Godfrey's Talent Scouts	17.3	13.0
People are Funny	17.0	12.5
Mr. District Attorney	17.0	14.3
Duffy's Tavern	16.3	
Walter Winchell	16.3	

Highest ¼ Hr. Rating

Daytime—5 a week	Nov. Dec.	Sept. Oct.
Arthur Godfrey	11.8	11.5
Grand Slam	11.1	10.5
Helen Trent	10.9	10.0
Our Gal Sunday	10.7	10.4
Rosemary	10.4	10.0
Wendy Warren	10.0	9.4
Breakfast Club (WLS, WCFL)	9.7	9.7
Big Sister	9.6	
Ma Perkins (12:15)	9.6	9.0
Aunt Jenny	9.4	9.0
J. Bentley, News (12:30)	9.4	8.7

SAT. & SUN. DAYTIME

	Nov. Dec.	Sept. Oct.
Junior Miss	11.8	9.8
Grand Central Station	11.8	
Let's Pretend	11.5	10.0
Theatre of Today	11.3	10.0
Nick Carter	10.0	9.8
Archie Andrews	9.8	8.3
Drew Pearson	9.0	
Roy Rogers Show	9.0	
Ozzie and Harriet	9.0	
Sachs Amateur Hour	8.8	8.0

MARQUEE adds modernistic touch to exterior of WMBD Peoria's new studios and offices. At its new location WMBD has three studios on the second floor, a news studio on the main floor and a theatre studio seating 300 persons.

—Philadelphia—

Average ¼-hour sets in use increased in Philadelphia during November-December. *Lux Theatre* and Jack Benny led the top ten evening shows. The figures:

AVERAGE ¼ HR. SETS-IN-USE
Entire Week, 6 a.m.-12 Midnight

November-December 1948	23.2
September-October 1948	21.6
November-December 1947	23.8

TOP 10 EVENING & DAYTIME— METROPOLITAN PHILADELPHIA
Highest ¼ Hr. Rating

Evening	Nov. Dec.	Sept. Oct.
Lux Theatre	27.0	22.8
Jack Benny	24.0	
Phil Harris-Alice Faye	22.0	
Walter Winchell	21.0	22.5
My Friend Irma	20.5	
Godfrey's Talent Scouts	20.0	14.0
Bob Hope	18.8	
Fibber McGee-Molly	17.5	
Inner Sanctum	17.3	
Bing Crosby	17.0	

Highest ¼ Hr. Rating

Daytime—5 a week	Nov. Dec.	Sept. Oct.
Arthur Godfrey	10.4	10.1
Breakfast Club	10.3	10.7
Ma Perkins (1:15)	10.2	10.2
Big Sister	10.0	10.7
Young Dr. Malone	9.8	9.8
Guiding Light	9.3	9.6
For Women Only	8.6	
Our Gal Sunday	8.4	9.7
Helen Trent	8.3	9.2
Rosemary	8.2	8.4

SAT. & SUN. DAYTIME

	Nov. Dec.	Sept. Oct.
Children's Hour	14.8	13.3
Football (Sunday, 2:30, WIBG)	13.5	
Football (Saturday, 3:00, WCAU)	12.5	
The Shadow	9.5	8.3
Mastering Music	7.8	
News, New Voices	7.5	
True Detective	7.3	
One Man's Family	7.0	
Quiz Kids	6.8	
Let's Pretend	6.8	

—Boston—

Morning and evening sets in use increased in Boston during November-December, but afternoon listening was consistently lower, due to the end of baseball sportscasts. The final total for the two months' period was off one-tenth—23.2 as against 23.3 during September-October. Evening leaders were *Lux Theatre* and Jack Benny. The figures:

AVERAGE ¼ HR. SETS-IN-USE
6 a.m.-12 Midnight, Entire Week

November-December 1948	23.2
September-October 1948	23.3
November-December 1947	22.1
Entire Year 1948	23.2
Entire Year 1947	23.0

TOP 10 EVENING & DAYTIME— METROPOLITAN BOSTON
Highest ¼ Hr. Rating

Evening	Nov. Dec.	Sept. Oct.
Lux Theatre	27.5	22.5
Jack Benny	26.0	
Phil Harris-Alice Faye	24.3	
Godfrey's Talent Scouts	20.5	18.5
Charlie McCarthy	19.3	
Bob Hope	18.8	
Fibber McGee-Molly	18.5	
Fred Allen	17.3	
Inner Sanctum	16.8	18.5
The Fat Man (WCOP, WLAW)	16.3	

(Continued on page 83)

HAVE YOU time to help these children?

Use These All-Star Shows for the 1949 MARCH OF DIMES

Dennis Day Show

Discs for Dimes—
short plugs by recording artists

Benny Goodman and his new orchestra

'Skitch' Henderson

Guy Lombardo and his Royal Canadians

Gregory Peck—Basil O'Connor

Piggy Bank Polka—
official 1949 March of Dimes song

A Report to You—
an infantile paralysis documentary

Alec Templeton with Allen Roth and
his orchestra, plus

1-minute live and transcribed announcements

Foreign language programs in Spanish,
German, Italian, Yiddish and Polish

JOIN THE MARCH OF DIMES · FIGHT INFANTILE PARALYSIS

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, INC., 120 BROADWAY, NEW YORK 5, NEW YORK
Franklin D. Roosevelt, Founder

HOWARD J. LONDON, Radio Director — BEekman 3-0500

UNESCO

Pledge Is Suggested

A PLEDGE by signatory states represented at the International High Frequency Broadcasting Conference that they will never use their assigned frequencies "for purposes contrary to mutual comprehension and tolerance," has been suggested by UNESCO (United Nations Educational, Scientific, and Cultural Organization) for inclusion in the text of the Mexico City Agreement.

The resolution pointed out that high frequency broadcasting has "too often been used for unfriendly propaganda," and called attention to the "International Convention Concerning the Use of Broadcasting in the Interest of Peace," signed by 22 countries at Geneva in 1936.

Memorandum documents submitted to the Mexico Conference by Arno Huth, UNESCO representative, cited IHFBC's purpose as of "direct concern to UNESCO," since the latter deals with all means of mass communication.

Major points cited by UNESCO are:

- It is necessary to reach an international agreement on high frequency allocations. Only a universally accepted plan . . . can guarantee reception of broadcasts. Radio is being used "more and more for propaganda. The absence of international regulations . . . allows such practices to develop unhampered . . ."
- The 2,150 kilocycles allocated to high frequency are inadequate.
- An appreciable increase of effective broadcasting time . . . would contribute to fullest use of the spectrum's resources. Also a switch from high to low frequencies by stations in tropical regions is advised.
- On priorities, highest frequencies should be assigned to international broadcasting.
- Radio's local needs can be met by use of other frequencies; by increasing number of local stations; by establishing relay networks or line connections. Better equipped countries should give material and technical aid to those asked to relinquish high frequencies.
- Principles justifying priorities impose a duty on the content of foreign broadcasts. A protocol, to complement the new plan, is suggested which would pledge signatory states to prudent use of frequencies.
- UNESCO recommends that support be extended a UN application for a high frequency allocation, covering UNESCO in particular. Station or stations, when set up, should provide common facilities for UN, UNESCO and other agencies.

Wilkey Promoted

GENE WILKEY has been promoted to assistant general manager of WCCO Minneapolis, Merle S. Jones, general manager of the station, announced last Thursday. Previously with WDOD Chattanooga, Mr. Wilkey joined WCCO in January 1944 as assistant program director. He was named program director July 1, 1945. Mr. Wilkey began his radio career with WDOD when he was 19 years old, and advanced to program director.

Mr. Wilkey

STATE DEPT. officials on hand to take part in the official opening of "Voice of America's" new penthouse studios atop the Interior Dept. are (seated, l to r): George V. Allen, Assistant Secretary of State for public affairs, and Lloyd Lehrbas, director, Office of International Information; (standing, l to r): William C. Johnstone, director, Office of Educational Exchange; Dr. Victor Hunt, acting associate chief, International Broadcasting Division; and Howland H. Sargeant, deputy assistant to Secretary Allen.

* * *

'VOICE' STUDIOS

Elaborate Penthouse Opened in D. C.

THE OPENING of International Broadcasting Division's new "Voice of America" studios in a plush penthouse atop the Interior Dept. building took place last Monday. Top Congressional committee members and State Dept. officials participated in three-hour ceremonies coincident with the opening of the 81st Congress.

George V. Allen, Assistant Secretary for Public Affairs, delivered the dedicatory remarks on the initial Washington "Voice" broadcast. He expressed hope that the new facilities will enable the "Voice" to give foreign listeners a "clearer, on-the-scene picture of America's democracy in action" and "make a worthwhile contribution to a better understanding among people." Karl Mundt (R-S. D.) and Tom Connally (D-Texas) also spoke briefly.

The broadcast, lasting less than half an hour, was recorded at 4 p.m. for shipment to New York, from whence it was piped to overseas listeners the following day, Tuesday, in 19 languages.

On Wednesday President Truman's "State of the Union" address was picked up off network feeds, transmitted to New York and piped to English, German and Russian speaking peoples. Translations had been prepared from advance texts of the speech. Transcriptions in other languages were aired later that day and on Thursday.

Others attending the "Voice" opening included Sen. H. A. Smith (R-N.J.), William Warne, Assistant Secretary of Interior, and Lloyd Lehrbas, director of Office of International Information, under which IBD functions. Robert A. Lovett, Undersecretary of State, was unable to attend.

Also on hand were numerous newsreel photographers. The "Voice's" Washington debut was scheduled to be shown last week on Camel's nightly NBC-TV newsreel program, and in newsreel shorts on theatre screens throughout the country. One point of photographic interest in the Interior Dept. reception room is a folding screen, covered like a tourist's suitcase with envelopes received from "Voice" listeners abroad.

Excerpts of the remarks made by Secretary Allen on the "Voice's" first Washington-originated broadcast:

From the new Washington studios, the "Voice of America" hopes to give its listeners around the world a clearer, on-the-scene picture of America's democracy in action.

It hopes to give the peoples of other lands a better understanding of the executive, legislative and judicial functions of the United States Government.

And it hopes to give the rest of the world an accurate story of the American people: how they live and work and solve their problems; and what they believe.

The objectives of the international information and educational exchange program, as defined by law, are: "To promote a better understanding of the United States in other countries, and to increase mutual understanding of the United States among the people of other countries."

I have just recently returned from a meeting of the United Nations Educational, Scientific and Cultural Organization. In the international field, UNESCO is seeking to accomplish somewhat the same ends as is the "Voice of America" within its own scope.

The Constitution of UNESCO says: "Since wars are made in the minds of men, it is in the minds of men that the defenses of peace must be constructed."

To that end—the building of the defenses of peace in the minds of men—the "Voice of America" is unalterably pledged.

RMA SALES

$111 Million in 9 Months

SALES of radio and television equipment by Radio Mfrs. Assn. member companies totalled $34,021,278 in the third quarter of 1948, RMA reported Jan. 5. Sales for three quarters of 1948 amounted to $111,228,411.

Combined sales of AM, FM and TV broadcast transmitting equipment to civilian firms amounted to $8,702,728 in the third quarter, RMA said, bringing the nine months' total to $23,527,843. Government purchases for the third quarter totalled 64% of RMA member companies' sales.

Television equipment, including studio, antenna and associated apparatus, represented sales of $5,256,465 out of the total civilian broadcast transmitting sales in the third quarter and brought the total sales of this type of TV apparatus to $10,216,387 for the three quarters of 1948. FM transmitting equipment sales amounted to $833,897 in the third quarter and AM equipment sales totalled $681,912 for the same period. AM and FM antenna equipment totalled $255,236 and studio apparatus amounted to $923,800 in the third quarter. Miscellaneous broadcast transmitting equipment sales of $255,444 were reported and export sales of broadcast apparatus amounted to $495,974.

WDTV OPENING

Talent Lined Up for Event

TALENT for the opening night ceremonies of WDTV (TV), DuMont's Pittsburgh television station which begins operations Jan. 11 [BROADCASTING, Dec. 27, 1948], was announced last week by Donald Stewart, general manager.

Participating in the formal opening events will be Mayor David L. Lawrence and Dr. Allen B. DuMont, president of Allen B. DuMont Labs. Immediately following the opening will be a series of acts that will include local and nationally known radio and stage stars, Mr. Stewart said.

WDTV will operate on Channel 3 (60-66 mc).

CBS-TV SALES

Fitzgerald, McKinnie Join

TWO NEW members have been appointed to the CBS-TV sales staff, David V. Sutton, sales manager, announced last week. They are John D. Fitzgerald and Ralph E. McKinnie. Mr. Fitzgerald has been with Compton Advertising Agency, New York, and was CBS special events and sports director from 1935 to 1940, from which post he joined National Assn. of Manufacturers as radio director.

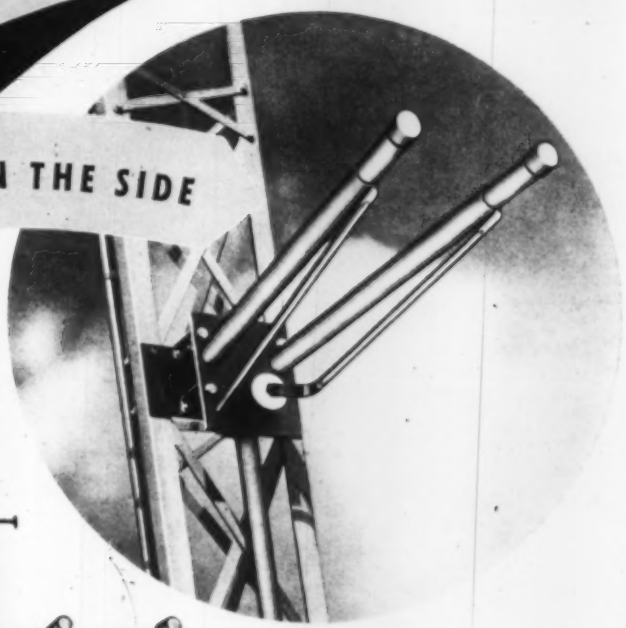
Mr. McKinnie was most recently account executive at DuMont Television Network. Previously, he was national sales manager for WCKY Cincinnati, and was with Paul H. Raymer & Co., New York.

New Andrew MULTI-V FM ANTENNA GIVES YOU GREATEST POWER GAIN PER DOLLAR!

...Only $250.00 side-mounted; $435.00 top-mounted

MOUNT IT ON THE TOP

OR ON THE SIDE



Here is why the new ANDREW Multi-V is your best FM antenna buy.

- ★ Power Gain of 1.6
- ★ 10 KW Power Capacity
- ★ Top or side mounting with equal ease.
- ★ Weighs only 70 pounds side mounted; 450 pounds top mounted
- ★ Low initial cost—low maintenance
- ★ Omnidirectional pattern
- ★ Factory tuned to required frequency—no further adjustments required
- ★ Single feed point—single transmission line
- ★ Built to withstand winds of over 100 MPH
- ★ Antenna can be completely assembled on ground
- ★ Insulation resistance of feed line can be tested without climbing tower

WANT THE MOST EFFICIENT LOW-COST FM ANTENNA FOR YOUR STATION? BUY THE ANDREW MULTI-V!

WRITE FOR BULLETIN 86 for complete details *to-day*

Andrew CORPORATION
363 EAST 75th STREET · CHICAGO 19

TRANSMISSION LINES FOR AM-FM-TV · ANTENNAS · DIRECTIONAL ANTENNA EQUIPMENT
ANTENNA TUNING UNITS · TOWER LIGHTING EQUIPMENT
CONSULTING ENGINEERING SERVICE

ANDREW

Eastern Office: 421 Seventh Avenue, New York City

Armstrong vs. FCC

(Continued from page 29)

cited the basic errors in question in an FCC Technical Information Division report on measurements of tropospheric and sporadic E field intensities. These had been made by FCC in conjunction with RCA at the latter's Princeton, N. J., laboratory. Prof. Armstrong said the measurements had been made by Wendell Carlson of RCA Labs. and were presented at the conference by Dr. George Brown of RCA Labs.

The letter continued that the error itself was not serious but the "really serious thing" was that TID had another set of data made earlier by Mr. Carlson "under similar conditions which showed diametrically opposite results and conclusions from those used" in the report.

Allen Contention

When the charges arose at the conference, Chairman Edward W. Allen, TID chief, pointed out that all of the information at hand had been carefully considered, properly adjusted and weighed before conclusions were drawn from the material.

In his second letter, dated Dec. 27 and in reply to the Commission's denial of Dec. 22, Prof. Armstrong reiterated the facts of his first letter.

WOIC(TV) STAFF

Debut to Be Jan. 16

JAMES BLAIR, former producer at WBAL-TV Baltimore, has been appointed production facilities manager of WOIC (TV) Washington, James S. McMurry, program manager, announced last Wednesday. The Bamberger outlet takes the air on Channel 9, Jan. 16.

Mr. Blair started his own daily song program over WBAL-TV in March 1948 and at the same time started in television production. Within seven months he was the station's chief producer. Previously Mr. Blair was winner of the third annual Arthur Godfrey Talent Scout program, from which he rose to numerous network singing assignments before entering TV production. In addition to writing, producing and singing 15 minutes weekly on ABC, he has recorded for RCA Victor, Decca and Columbia.

WOIC also announced two other appointments. Norman Bailey, former technician with WMAL-TV Washington, has joined the WOIC engineering staff and Laurence E. Richardson Jr. has been named auditor. Previously Mr. Bailey was transmitter and studio engineer at WROV Roanoke, Va. Mr. Richardson formerly was treasurer of Sky Supply Inc., Alexandria, Va.

Pick KPRC and Be FIRST in Sales in this Fabulous New Chemical Empire
HOUSTON has become the capitol of another gigantic industry! Ninety new chemical plants—a 900-million-dollar industry—have mushroomed in and around the coast of this thriving metropolis. Nothing like it is happening anywhere else in the United States!
Wise time buyers will single out the station that delivers most listeners, at least cost, in this opulent market of the Southwest. That's KPRC. BMB says we're first in listeners in this booming Gulf Coast area . . . Hooper confirms!
If you're looking for a tested formula for sales, pick KPRC . . . FIRST in listeners—not in cost. Call Petry now. We'll oblige with availabilities quick.
FIRST IN BMB
FIRST IN HOOPER
FIRST IN THE SOUTH'S FIRST MARKET
KPRC HOUSTON
950 Kilocycles — 5,000 Watts
National Representatives: Edward Petry & Company
Affiliated with NBC and TQN • Jack Harris, Manager

PROTESTANTS

Parker in Radio Post; To Stress Medium

IN A MOVE to revitalize religious radio broadcasts, and "to make a place for religion" in television, the Rev. Everett C. Parker, director since 1944 of the Joint Religious Radio Committee, was appointed director of program and production of the Protestant Radio Commission.

Rev. Parker

Announcement of Mr. Parker's new post was made last week by Dr. Truman B. Douglass, vice president of the new commission which began operations last Monday. It encompasses 16 denominations.

Mr. Parker, with years of experience in professional radio behind him, pointed out in accepting the appointment how television and radio could work for religion.

Only some mass medium of communications can reach the more than 50% of the American people who do not attend church, he said. Local radio stations are the critical field for religious broadcasting, he added, and the new commission expects to aid city church councils and other local religious groups to improve the dramatic appeal and quality of religious presentations.

Television, he said, offers religion a chance to start from scratch in a new field, in which "we must divorce ourselves from all preconceived ideas of conventional methods of presentation of a religious message and experiment with new program formats."

In a special interview, Mr. Parker told BROADCASTING that in general he disapproved of either radio or television programs originating from church. Such time, he said, and the energy involved could better be put to use in less static, more dramatic presentations.

NRDGA AWARDS

To be Offered Wednesday

NATIONAL Retail Dry Goods Assn. awards for outstanding use of radio as a consistent advertising medium will be presented Wednesday to more than 20 stores.

Maurice B. Mitchell, NAB director of broadcast advertising, will present the awards at the opening of the Wednesday afternoon sales promotion session of the NRDGA convention, being held Monday through Friday at New York's Hotel Statler. For the first time in several years the convention will not include a radio meeting, an oversight which the organization promises to make good at its mid-year conclave this summer.

DENNIS JAMES has been appointed television chairman of Sports Division of March of Dimes Campaign for second successive year.

CBS-TV STAFF

Appointments, Promotions Are Announced

SIX new appointments and two promotions in the CBS-TV program staff were announced last week by the network. They included appointments of Walter Hart as producer-director; Richard Linkroum as a director, and Roderick Mitchell, Robert L. Simpson, Herbert Hirschman and Ben Magnes as associate directors. John Peyser and Kenneth Redford were promoted from associates to full directors.

Walter Hart has been under contract to MGM for five years as producer-director. He was previously with Paramount Pictures in the same capacity and was scenario editor of Columbia Pictures.

Mr. Linkroum joined CBS in 1937, was transferred to network operations a year later, and switched to WTOP Washington as program manager in 1941.

Mr. Mitchell was formerly program manager of WLAN Lancaster, Pa., before which he was with the CBS shortwave department as a director for seven years.

Director of radio and motion pictures in Canada for Young & Rubicam for the past three and a half years, Mr. Simpson was executive producer and managing director in Canada of RAI Purdy Productions from 1940 to 1945. Previously he was with CBS New York.

Herbert Hirschman has had a varied background in the theatre, films and radio. He was identified in various capacities with many Broadway plays, was story editor for Marathon Pictures, in the story department of RKO Radio Pictures, a script reader for Paramount, and has produced several radio programs.

Mr. Magnes as executive director for West Coast educational project has employed all media of mass communication. In radio, he was with the National Youth Administration radio workshop, CBS Listening Post, Office of War Information and State Dept.

On the CBS-TV staff since May 1948, Mr. Peyser currently directs two of the network's leading programs, and the film sequences on three others, including *We, the People*.

Mr. Redford, who has been an associate director for CBS since March 1948, has supervised N. W. Ayer & Sons, Philadelphia, sports broadcasts, and produced a series of filmed commercials for the Major Bowes television show.

Sales Practices

(Continued from page 27)

ommendation of the sales practices subcommittee.

A resolution was adopted urging NAB to take steps to encourage collection of sales material and result stories in television. The committee would encourage collection of data on circulation in television along with the setting up of uniform rate cards and contracts.

The NAB reorganization program was discussed at the Thursday session but action was put over to Friday.

J. Robert Gulick, WGAL Lancaster, Pa., committee member, and Lee Hart, NAB retail coordinator, discussed retail advertising and the NRDGA radio competition. Results of the contest will be announced this week at the NRDGA convention in New York.

Gordon Gray, WIP Philadelphia, committee member and chairman of the All-Radio Presentation committee, reviewed progress of the promotion project, now operating as a separate organization. The sales group pledged support to the promotion committee's campaign to enlist industrywide financial support.

Mr. Gray reported the subscription list had passed the 400-station mark. He said the promotion committee expects to review the shooting script at a meeting to be held Friday at BMB headquarters.

Attending the meeting, besides Messrs. Thomas, Gulick and Gray, were Ray Baker, KOMO Seattle; John W. Kennedy, WHAM Rochester; Joseph B. Matthews, WIRK West Palm Beach, Fla.; Odin S. Ramsland, KDAL Duluth; Frank E. Pellegrin, Transit Radio Inc., Chicago. Associate members present were George W. Brett, Katz Agency; Joseph Hershey McGillvra, Joseph Hershey McGillvra Inc.; H. E. Ringgold, Edward Petry & Co. The two board liaison members—Clyde W. Rembert, KRLD Dallas and Harry R. Spence, KXRO Aberdeen, Wash.—were unable to attend. Representing the board were Campbell Arnoux, WTAR Norfolk, Va., and Howard Lane, WJJD Chicago.

CONGRESS PR

Dickson Gets Post

CECIL B. DICKSON, veteran Washington newspaperman, who is well known in radio circles, Jan. 4 was appointed coordinator of legislative information for Congress. The post, which pays $12,000 a year, was created by the 80th Congress.

Mr. Dickson, 50, was born in Paris, Tex. He has worked on Oklahoma, Texas and Washington, D. C. newspapers and UP, AP and INS.

'NAB REPORTS'

Publications to Be Revised

PROPOSAL to revise the editorial and typographical content of the *NAB Reports*, weekly report to the membership, was adopted Thursday at a meeting of a special committee named by the board at its November session. The committee will report at the next board meeting, currently scheduled Feb. 14-15 in New Orleans.

Campbell Arnoux, WTAR Norfolk, Va., committee chairman, presided. Other members present were Howard Lane, WJJD Chicago, and Willard Egolf, WBCC-FM Bethesda, Md. Sitting with the committee were C. E. Arney Jr., NAB secretary-treasurer; Robert K. Richards, director, Public Relations & Publications Dept., and James Dawson, director of information.

Delaware's Home Owned & Operated Station

WAMS

1,000 WATTS - MUTUAL NETWORK

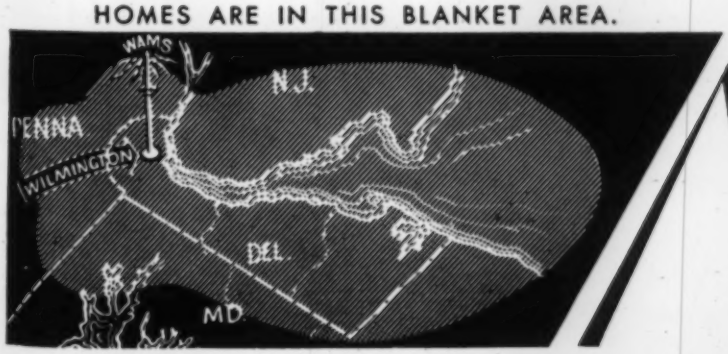
Wilmington, Delaware

35th LARGEST WHOLESALE MARKET IN THE U.S.A.

DAY and NIGHT

1380 KC

The only Delaware station with a directional antenna pattern *Designed* to blanket the 53rd Metropolitan Area in the United States. 1000 watts, 6 miles northwest of Wilmington is *Directionally beamed* southeast to radiate 5000 - 6000 watts over the entire Wilmington Area, Downstate Delaware, *PLUS* Southern New Jersey and parts of Maryland and Pennsylvania. 225,000 RADIO HOMES ARE IN THIS BLANKET AREA.



Plus

Budget Buy

WAMS-FM

20,000 Watts

96.1 MCS

18,000 Homes FM Equipped. The only FM station on the air.

WHY PAY FOR COVERAGE THAT IS WASTED

***Buy* WAMS**

George L. Sutherland, *Vice Pres. and General Mgr.*

REPRESENTED NATIONALLY BY

WEED & COMPANY

WRITERS GUILD

Negotiations in Hollywood

DRAFTING of provisions relating to authors' screen rights in the agreement between Radio Writers Guild for freelance radio scripters and advertising agencies, package producers and sponsors, shifted last week to Hollywood.

After movie rights clauses are reduced to writing, the drafting work will be continued in New York City. The two sides reached oral agreement in December [BROADCASTING Dec. 20]. After formal drafts are completed by drafting committees, copies will be submitted to members on each side for ratification.

Burnside Resigns

C. J. BURNSIDE, for the past 24 years with Westinghouse radio and electronic activities, has left the company to form an independent consulting service in Baltimore. In announcing the resignation, Westinghouse stated that Mr. Burnside would be retained by the firm as a consultant in this field.

Mr. Burnside

PACIFIC FOOTBALL

Conference Mulls Video Use in '49

WHILE the Pacific Coast Conference was trying to decide its position on television in the fall of '49 last week, the Los Angeles stations were almost unanimous that no price near the $75,000 paid USC-UCLA for 13 games was likely.

Since USC and UCLA were the only schools in a city where television stations were operative at the start of the '48 session, the Pacific Coast Conference granted them special authority to deal for themselves. In 1949 television will be possible in San Francisco and Seattle. This will mean at least three more colleges whose home games may be telecast.

Hence, television was a logical subject at the winter meeting of the Pacific Coast Conference at Palm Springs, Calif., Jan. 3-4-5. Still wary of the medium the western moguls postponed any consideration of '49 television rights until after the National Collegiate Athletic Assn. meeting in San Francisco, Jan. 6-7-8.

Although the western teams did experience a slight dip in attendance this past fall, Los Angeles station executives point out that the drop was occasioned by poor teams in the West's largest city. They argue that the East which has more television of football and more population to draw upon, experienced an increase in attendance.

On the practical subject of rights in '49, the majority of the television stations in Los Angeles felt that the $75,000 paid to USC-UCLA by KLAC-TV was very much out of line. So much so that they point out that the station had to take a substantial loss calculated at $35,000-$50,000 when time and facilities are added.

However, it was not possible to ascertain whether KLAC-TV was willing to bid as high again this year. Sentiment at Palm Springs had it that the schools in cities with video would probably be allowed to negotiate for themselves.

Radio was also on the minds of the western athletic leaders and here it was considered likely that Tidewater Associated Oil Co. would make a strong bid for renewal of its football aural radio rights. This past year, however, the conference very definitely had placed the sponsor on trial as result of dissatisfaction with the quality of play-by-play in '47. Whether the conference leaders were impressed with the '48 job was not mentioned.

KPIX (TV)

Starts Using NBC Program

KPIX (TV) San Francisco last week activated its interim affiliation with NBC, presenting *Philco Television Playhouse* show, "Parlor Story."

The program, kinescope-recorded, is the first network video show to be released in the San Francisco Bay area. It is scheduled as a regular Sunday night feature over KPIX, which has been on the air on Channel 5 (76-82 mc) since Dec. 23.

KPIX carried the East-West football classic in San Francisco New Year's Day under sponsorship of Tidewater Associated Oil Co.

In order that accurate data may be obtained regarding the number of television sets in use in San Francisco and vicinity, dealers there are recording names and addresses of all purchasers of TV receivers.

The Northern California Electrical Bureau and the Pacific Gas & Electric Co. are acting as clearing houses for the information, which will be made available to all TV station operators in the region.

Blizzard Aid

KFBC, 250 w ABC affiliate in Cheyenne, reported that it devoted all its air time to emergency messages and assistance in locating missing persons when two-day blizzard last week left the Wyoming capital snowbound. Rail and bus transportation in Cheyenne and southwestern Wyoming was at a standstill, KFBC said, with drifts ten feet deep in the city. Station handled scores of requests for food and fuel, according to William C. Grove, KFBC manager.

WICU (TV)

Issues First Rate Card

RATE CARD No. 1, effective Feb. 1, has been issued by WICU (TV) Erie, Pa. The station is owned and operated by the Dispatch Inc. with Edward Lamb as president and Layman W. Cameron, general manager.

One time rate in the Class A period, 6-11 p.m. weekdays and 12 noon to 11 p.m. Sunday, hourly is as $150. Frequency discount for 260 times or more cuts the price to $105 for a Class A hour. Class B time is $90 an hour and decreases to $63 per hour with the frequency discount.

For one minute or less in Class A time the one time rate is $22.50, decreasing to $15.75 for 260 or more. Class B time for one minute or less runs from $15 down to $9.75.

Rehearsal time of twice the length of the broadcast is available without charge, the card states. Additional time is listed as $25 per hour or fraction thereof.

The station will operate on Channel 12, 204-210 mc, with 3.4 kw video and 1.75 kw aural. National representative is Headley-Reed Co.

16MM FILM TV

Improved by New WE Method

IMPROVED fidelity in sound in the telecasts of 16mm films is possible with a new method of sound-on-film recording announced by the Electrical Research Products Division of Western Electric Co.

Demonstration of the new sound recording was held Thursday at Western Electric's office in New York.

Results obtained are comparable to those achieved by 35mm theatre sound, company officials claimed. They are attained by using variable density recording and omitting the customary negative step in processing. The usual direct current bias for noise reduction is not applied, but instead a high frequency alternating current bias of the order of 24 kc is superimposed on the light valve.

The only equipment required, in addition to recent Western Electric recording machinery, is a simple oscillator to provide the alternating current bias. No change is required in sound projectors on which the film is used.

• LEADERSHIP IS EARNED • LEADERSHIP IS EARN

Whenever you think of
SYRACUSE
as a market—
(*and the Market Figures make you think*)

it's equally profitable to think of
WSYR
as the media that
blankets the Syracuse trading area

WSYRACUSE 570 kc—5000 watts
NBC Affiliate in Central New York

Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS EA

NETWORK BOXSCORE

Number of commercials on the four nationwide networks Nov. 30	291
Number of network commercials starting during December	6
Number of network commercials ending during December	17
Number of commercials on the four nationwide networks, Dec. 31	280

December Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
The Texas Co.	Metropolitan Opera	ABC	Sat., 2 p.m. to conclusion	Buchanan & Co.
General Motors Corp.	Henry J. Taylor	ABC	Mon., 8:45-9 p.m.	Kudner Agency
Beauty Factors	Meet the Stars	ABC	Thurs., 8:55-9 p.m.	Wesley Assoc.
American Tobacco	Your Lucky Strike	CBS	Mon.-Fri. 4:30-5 p.m.	BBDO
Longine-Wittnauer	Longine Symphonette	CBS	Sun. 2-2:30 p.m.	Victor Bennet
Procter & Gamble	What Makes You Tick?	CBS	Mon.-Fri. 2:45-3 p.m.	Compton Adv.

December Deletions

Paul F. Beich Co.	Whiz Quiz	ABC	Sat. 10-10.30 p.m.	Olian Adv.
Clear Weave Stores	The Story Teller	ABC	Thurs., 8:55-9 p.m.	Doherty Adv.
Schutter Candy, Div. Universal Match Co.	David Harding, Counterspy	ABC	Sun. 5:30-6 p.m.	Schwimmer & Scott
Procter & Gamble	Gang Busters	ABC	Sat. 9-9:30 p.m.	Benton & Bowles
Procter & Gamble	What Makes You Tick?	ABC	Mon.-Fri., 11:45-12 noon	Compton Adv.
Mantle Lamp Corp.	Smilin' Ed McConnell	ABC	Fri., 4:15-4:30 p.m.	William Hart Adler
Andrew Jergens Co.	Walter Winchell	ABC	Sun. 9-9:15 p.m.	Robert W. Orr Assoc.
Consolidated Royal Chemical Co. (Pacific Coast)	Bob Elson on the Century	ABC	Mon.-Fri. 7:30-7:45 p.m.	Arthur Meyerhoff & Co.
General Electric Co.	G. E. House Party	CBS	Mon.-Fri. 3:30-3:55 p.m.	Young & Rubicam
Wm. H. Wise Pub.	How to Get More Out of Life	CBS	Mon. 2:45-3 p.m.	Twing Altman Co.
Continental Pharmaceutical	Leave It To The Girls	MBS	Fri. 8:30-9 p.m.	Arthur Meyerhoff & Co.
General Motors	Henry J. Taylor	MBS	Mon.-Fri. 7:30-7:45 p.m.	Kudner Agency
Teen Timers	Teen Timers Club	MBS	Sat. 11:30-12 noon	Buchanan & Co.
Volupte	The Better Half	MBS	Thurs. 8:30-8:55 p.m.	Hershon-Garfield
American Tobacco	Jack Benny	NBC	Sun. 7-7:30 p.m.	BBDO
S. C. Johnson Co.	Fred Waring Show	NBC	Mon. & Wed. 10-10:30 a.m.	Needham, Louis & Brorby
Standard Brands	Charlie McCarthy	NBC	Sun. 8-8:30 p.m.	J. W. Thompson

December One-Timers

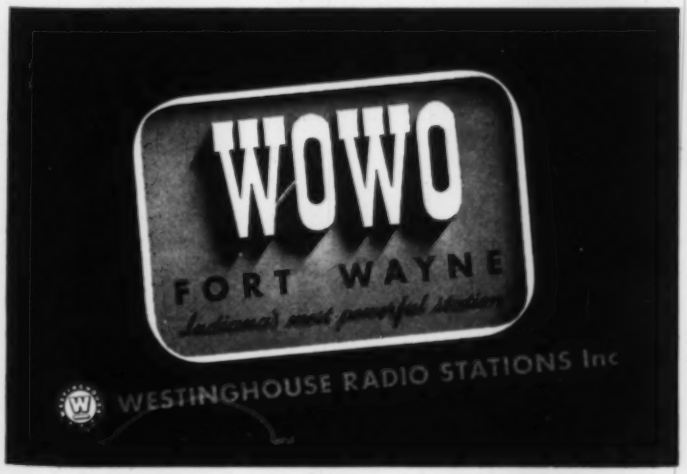
Elgin Nat'l Watch Co.	Holiday Star Time	NBC	Dec. 25, 4-6 p.m.	J. W. Thompson
Wm. Wrigley Jr. Co.	Christmas Festival	CBS	Dec. 25, 4-6 p.m.	Ruthrauff & Ryan
Gillette Safety Razor	Blue-Gray Football Game	MBS	Dec. 26, 2 p.m. to conclusion	Maxon Inc.
Stanley Home Products	Boys Town Choir	ABC	Dec. 12, 4-4:30 p.m.	Direct

RUNYON SERIES

Mayfair Sells to Three

THREE additional stations have purchased Mayfair Transcription Co. (Hollywood) half-hour comedy series *The Damon Runyon Theatre*. Stations include KFI Los Angeles; KGO San Francisco; KGA Spokane, Wash. Sponsors are Chemicals Inc., San Francisco (Vano liquid starch) on KFI; Leo J. Meyberg Co., same city (Norge appliance distributor) on KGO; Old National Bank of Spokane, that city, on KGA.

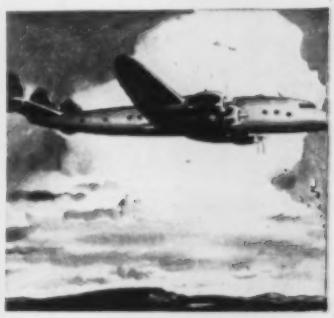
Previous purchasers of the series include KSL Salt Lake City; KOY Phoenix; KIDO Boise, Idaho; KGGM Albuquerque; KERO Bakersfield, KCRA Sacramento, KWG Stockton, all Calif.; KORE Eugene, KEX Portland, Oregon; KFBB Great Falls, Mont.; KLAS Las Vegas, Nev.; KCSJ Pueblo, Col.; KBYR Anchorage, Alaska.



Seven new planes completed ...at a cost of $4.30!

New planes can't fly without control cable, and this manufacturer needed some—fast. He got it the same way he regularly gets many supplies and parts — by Air Express. The cable was ordered in A.M., delivered to plant same day. 500 miles, 28 lbs., Air Express charge only $4.30. And plane production continued without a break.

$4.30 included pick-up and delivery at no extra charge—and receipt for shipment. All this, plus the *world's fastest shipping service.* That's Air Express—used with profit by every business.



Shipments go on all flights of Scheduled Airlines. Speeds up to 5 miles a minute—no waiting around. Around-the-clock service. Direct service to over 1,000 airport cities, air-rail for 22,000 off-airline offices.

Facts on low Air Express rates:

22 lbs. of new fashions goes 700 miles for $4.73.
6-lb. carton of new jewelry line goes 1,000 miles for $2.24.
Same day delivery in both cases if you *ship early.*

Only Air Express gives you all these advantages: Special pick-up and delivery *at no extra cost. You get a receipt for every shipment* and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U.S.

budget-wise time buyers

k-nuz
(KAY-NEWS)

BRINGS YOU
MORE
LISTENERS
PER
DOLLAR
IN
HOUSTON

MORE BUYERS
FOR
YOUR PRODUCTS
AT
LOWER
COST

. . . for proof write
for Hooper and
other marketing
data . . .

NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

k-nuz
"Your Good News Station"
9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

BMB

(Continued from page 21)

about BMB. Among those said to have discussed the crisis were Frederic R. Gamble, AAAA president, and Paul West, ANA president.

The NAB officials are understood to have conferred with Mr. Feltis, who has been a target for BMB critics along with John Churchill, director of research.

Three Courses

Three courses were suggested during last week's discussion:

- Scrap the whole thing now.
- Go ahead with the March survey (for which much of the planning is complete) and then wind up BMB.
- Put off the survey until 1950 and do a careful and complete reorganization job.

Judging by some of the comments, the third course has a good chance of favorable action at Tuesday's meeting. The executive committee, it is understood, would not take any final action but would review the whole crisis and report to the BMB board, with the separate NAB, ANA and AAAA boards possibly taking final action.

The idea of moving NAB's board meeting to New York would give the directors a chance to confer with all parties involved in the tripartite project. Claim has been made by critics of BMB that the NAB board in November whipped up a violent set of suggestions for BMB's guidance but that the ideas were softened on reconsideration and two emissaries sent to later BMB committee and board meetings with instructions to lay the facts on the table.

BMB officials have argued that the NAB delegates presented a series of technical suggestions and that all of them were accepted and steps undertaken to put them into operation.

Feltis Answers Article

Statements in the article "BMB on Carpet," in the Jan. 3 BROADCASTING contain a number of errors of fact, according to Hugh Feltis, BMB president. The article summarized views of broadcasters who are critical of BMB. Excerpts from Mr. Feltis' reply to specific points follow:

1. A weak spot in BMB would be revealed if the bureau would open its books to show the list of paying subscribers.

"BMB's list of paying subscribers is not only open, it is publicized. The summer issue of the *BMB Quarterly*, distributed to all U.S. stations, listed every subscriber as of June 30, 1948, the end of the fiscal year. On Dec. 14 and 29 we issued press releases listing the additional subscribers since July 1."

2. . . . Pressures have been applied to encourage stations to join (BMB).

"All selling may be regarded as a form of pressure and we have tried to sell subscriptions. Our efforts have been directed and approved by the board of directors and BMB committees, on which broadcasters are represented. At its November meeting the NAB board itself recommended that NAB undertake a sales and promotional campaign to enlist 1,000 subscribers."

3. How much money has been received to date?

"BMB's receipts are no secret. In September 1947 every subscriber received a financial report. Each month a detailed financial statement showing receipts and expenditures is submitted to the finance and executive committees, which include four broadcaster representatives. Judge Miller, president of NAB, is a member of our executive committee."

4. What has been done with the money, including expense accounts, travel, entertainment, personnel salaries?

"All these and many other expenditures are enumerated in the monthly financial statements submitted to the finance and executive committees."

5. What stations were paying members as of Dec. 31, 1948?

"The published lists . . . were paying subscribers with the exception of 36 stations, which have resigned."

6. What is the status of the BMB tax case? What attorneys have been hired? How much have they been paid?

"The employment of Root, Ballantine, Harlan, Bushby & Palmer as tax counsel was publicized and sent direct to every U. S. radio station, the NAB board and NAB officials; also to AAAA and ANA. Previously the bureau's tax matters had been handled first by NAB's own tax counsel, Alvord & Alvord and then by BMB's general counsel, John Griffin. The status of the tax case and payments to tax counsel are matters of record, known to our finance and executive committees."

7. Is BMB actually diverting millions of national advertising dollars to other media?

"All our evidence is to the effect that BMB has increased the use of radio. Many instances can be cited."

8. . . . (NAB members) resent the BMB board's implication that all association members should subscribe.

"BMB believes that all broadcasters, NAB members as well as others, should subscribe to BMB, not because they are NAB members, but for the value of BMB to them as broadcasters."

9. . . . Persistent refusal to heed individual complaints by stations.

"BMB admits it has not always given as prompt attention to complaints as might have been desired, but all have been handled sooner or later. Our actions must be in accordance with policies established by our committees and the board."

10. (BMB) revamped figures after sufficient pressure was brought to force a careful re-check.

"BMB did not change any of its figures for any station. Our figures represent what listeners told us. We do recognize that the figures call for interpretation in the light of signal availability and have created an engineering advisory committee to study the problem."

11. . . . Once-a-week (minimum) listening (requirement) enabled stations to claim audiences in vast areas where they actually have few or no regular listeners.

"It was the stations (not the advertisers or agencies) who insisted on a once-a-week minimum. Many feared that their claimed audience areas would be reduced if a greater frequency minimum were used."

12. Exaggerated audience area claims made possible by the once-a-week-minimum standards are credited with inducing agencies and advertisers to buy fewer stations than they need to reach desired audiences, leading to the diversion of millions of dollars to other media.

"Advertisers and agencies recognized the thinness of once-a-week from the start. That is why many of them use cut-off points of 50% or 25 % penetration in considering stations. Average daily audience in study No. 2 will provide data on more frequent listening. BMB makes possible the more effective and efficient use of radio."

13. BMB critics are still seething over the battery of agency executives thrown at them by Hugh

WHBQ • 56
FIRST ON YOUR RADIO

W. H. Beecue

Pulling in a Million More Listeners!

Your Mutual Station in Memphis Tenn.

NOTICE:

Contracts made NOW at present rates receive full year's protection

Represented by THE WALKER COMPANY

FILM INSERTS
KFI-TV Plans Use

PRACTICE of inserting commercials in feature length pictures telecast by KFI-TV Los Angeles was announced last week by William B. Ryan, general manager.

Films are stopped or cut at breaks, Mr. Ryan explained, thereby permitting smooth insertion of the commercial. First buyer of this idea is Victory Packing Co., Los Angeles pet food manufacturer, through J. C. Stevens Co., Hollywood advertising agency.

Feltis at NAB district meetings.

"Advertiser and agency executives of the calibre that appeared at these meetings do not permit themselves to be thrown at people. Nor do the NAB district directors. BMB was invited to participate at each district meeting."

14. More subtle pressures are applied, with BMB using NAB membership as a weapon to induce subscribing.

"BMB has no weapons. Some subscribers want their fellow NAB members to subscribe in order to reduce the cost to themselves and to make the BMB reports more complete, thus more useful to time-buyers, thus more valuable to subscribers.

"The letter from Joseph Allen of Bristol-Myers, is presented as though it had been inspired by BMB. Had the critics queried Mr. Allen they would have found that this is not the case. He is not the kind of a man who would permit himself to be used as a tool by BMB or any other organization. BMB did not inspire or suggest the letter.

"Mr. Allen has informed me that Bristol-Myers, as an advertiser, feels justified in asking any medium for information which it feels it needs."

15. Desire for a complete BMB audit.

"BMB's books are audited annually by Ernst & Ernst. Copies of the complete audit are sent to all members of the finance and executive committees. A condensed report of examination, prepared by Ernst & Ernst, is sent to and is reviewed by the board."

16. A recent BMB brochure is a costly promotion piece rather than a reference document.

"We have received scores of requests for additional copies and many comments on the booklet. Only one broadcaster has commented adversely. Many commented favorably. The manner of presentation was unanimously approved by the Users Service Committee."

"Above and beyond the individual points," Mr. Feltis said, "it should be borne in mind that as a cooperative association BMB acts only by instruction from or with the advice of its board and committees. And the BMB board members are elected by the three member associations, NAB, AAAA and ANA."

FITZGIBBONS PLAN
Under TBA Scrutiny

PROPOSAL of an industry-wide tax on video receiver manufacturers will be a major topic of discussion by the board of Television Broadcasters Assn. at its next meeting, to be held Jan. 18 in New York. Proceeds from the tax, proposed by L. O. Fitzgibbons, commercial manager of WOC Davenport, Iowa, would be spent for set advertising via television programs [BROADCASTING, Jan. 3].

TBA has circulated the proposal to its manufacturer members asking for their opinions of the plan to aid the board in its considerations. Meeting will also discuss the Detroit ban on video ownership for residents of low-cost public housing projects [BROADCASTING, Jan. 3] and whether or not it is a proper matter for TBA action.

Congress

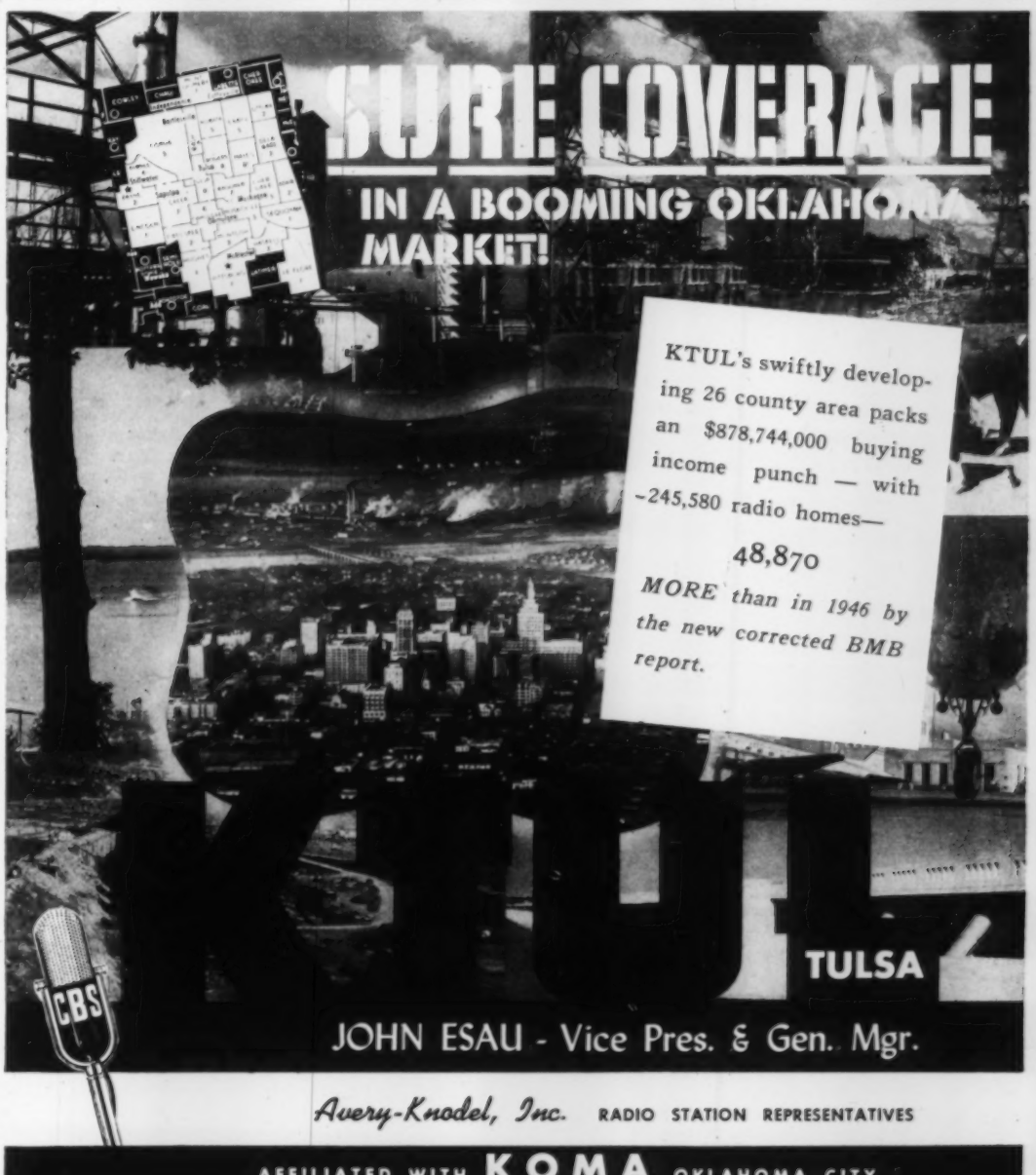
(Continued from page 24)

communications. Both were referred to the House Ways and Means Committee.

H.R. 207 to repeal the tax on certain telegraph, telephone radio and cable facilities was sired by Rep. Gordon L. McDonough (R-Calif.) on Jan. 3.

Rep. James H. Morrison (D-La.) on Jan. 5 introduced the measure he had indicated [BROADCASTING, Dec. 20, 1948] he would propose. His bill, H.R. 879 would repeal the 25% tax on telephone and telegraph tolls, a large portion of which is passed on to the radio industry through higher rates.

TOM HARMON, KFI Los Angeles sports director, has been signed for role as sports announcer in forthcoming Universal-International movie, "Baby Makes Three."


SURE COVERAGE
IN A BOOMING OKLAHOMA MARKET!
KTUL's swiftly developing 26 county area packs an $878,744,000 buying income punch — with 245,580 radio homes—
48,870
MORE than in 1946 by the new corrected BMB report.
TULSA
CBS
JOHN ESAU - Vice Pres. & Gen. Mgr.
Avery-Knodel, Inc. RADIO STATION REPRESENTATIVES
AFFILIATED WITH KOMA, OKLAHOMA CITY

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

Coaxial Opening

(Continued from page 30)

to be aired on NBC-TV, Thursday, 10-10:30 p.m.

CBS did not have the list of programs which were going to be put on the cable for simultaneous broadcasting in the East and Midwest completed by the week end, but had tentatively scheduled: *Toast of the Town* (Emerson Radio Corp.), Sunday, 9-10 p.m., on alternate weeks (when NBC's *Philco Playhouse* is not utilizing the cable); *Arthur Godfrey and His Friends* (Liggett & Myers Tobacco Co.), Wednesday, 8-9 p.m.; *The Goldbergs*, Friday, 8-8:30 p.m., and two Monday through Friday programs, *Lucky Pup*, 6:30-6:45 p.m., and *News With Doug Edwards*, 7:30-7:45 p.m.

DuMont network programs to be fed over the cable covering East and DuMont Midwest networks will include: *Original Amateur Hour*, Sunday, 7-8 p.m. (P. Lorillard Co.); *Small Fry*, Monday through Friday, 6-6:30 p.m. (co-op); Russ Hodges, 6:45-7 p.m.; *DuMont Show*, Tuesday, Thursday, 9-9:30 p.m. (Allen B. DuMont Labs); *Friday Night Frolic*, Friday, 8-9 p.m. (Admiral Radio Co.).

ABC line-up of video programs to be fed to the Midwest via the cable includes: *Singing Lady*, Sunday, 6:30-7 p.m. (Kellogg Co.); *Hollywood Screen Test*, Sunday, 8-8:30 p.m., and *Actors' Studio*, Sunday, 8:30-9 p.m., on alternate weeks; *Gay Nineties Revue*, Tuesday, 9:30-10 p.m.; *Club Seven*, Thursday, 10-10:30 p.m.; *Quizzing the News*, Thursdays, 10:30-11 p.m.; *Earl Wrightson Show*, Friday, 9:30-9:45 p.m.; *Critics at Large*, Saturday, 9-9:30 p.m.

Statement by F. M. Flynn, president of WPIX New York: "WPIX, the *New York News* television station, has advised the AT&T Co. that it is withdrawing all requests for time on the western coaxial cable for the first quarter of 1949.

"Our decision to abandon, at present, any plan to feed programs to WGN-TV and other stations on the western coaxial cable was made only after careful consideration of all factors.

"The time which was made available to WPIX falls far short of that which would be necessary to develop a rounded service to other stations. The time made available conflicts in several instances with WPIX local sports coverage which we wish to carry for our New York audience.

"The AT&T Co. have been most considerate of our requests but the small amount of usable time made available calls for a minimum line charge far in excess of the value of the actual usable time.

"WPIX, as we have frequently stated, is primarily a local station. We are determined to concentrate on serving a New York audience, and until coaxial cable time is available which will fit into our program plans, we will forego service to other stations. It is our belief that the restricted amount of time now available is not worth the time and money necessary to develop programs for other stations. At a later date we are confident that there will be ample time available for the needs of all stations."

'GOLDEN SPIKE'

Gala Plans for Coax Start

A PARADE of network stars and industry officials will be brought to more television homes than ever before in history in one telecast at the pooled "Golden Spike" broadcast ceremonies signalling the opening of the Bell System's East and Midwest coaxial cable tomorrow.

The program will be telecast to 14 cities over 32 stations and will be on the air from 9:30 to 11 p.m.

It will be presented with split-second timing, with the first 30 minutes formal ceremonies and the next 60 minutes top network stars.

It will open with a roll-call of cities partitcipating. A montage film of the cities joined will be shown. They are: New York, Philadelphia, Baltimore, Washington, Richmond, Boston, Pittsburgh, Chicago, St. Louis, Milwaukee, Toledo, Detroit, Cleveland, and Buffalo.

Tom Shirley, Bell System announcer, will speak briefly on the new cable and then the program will swing to Washington, D. C., where Wayne Coy, FCC chairman, will speak for two minutes from the Wardman Park Hotel. He will be followed by a ten-minute film from New York, "The Story of Network Television," a production of AT&T's Long Lines Division, especially made for the event.

Leroy A. Wilson, president of AT&T, in a one-minute talk will then officially turn over the coaxial facilities to the networks, and the presidents of the four participating networks will respond, each taking one and a half minutes in this order: Allen B. DuMont, WABD and DuMont Labs; Niles Trammell, NBC; Frank Stanton, CBS, and Mark Woods, ABC. They will be followed by one and a half minute greetings by Mayor William O'Dwyer of New York and Martin Kennelly of Chicago, speaking from the respective terminals of the cable.

At 10 o'clock the entertainment segment of the inaugural will start, CBS leading off with Arthur Godfrey, who will be supported by singers Janette Davis and Bill Lawrence and the Archie Bleyer Orchestra. Puppetteers and Douglas Edwards, newscaster, will round out the 15-minute CBS segment.

DuMont's quarter-hour period will follow, with Ted Steele, vocalist-pianist, leading his 16-piece orchestra.

NBC will take the third quarter-hour period, presenting Milton Berle, who has received the highest ratings in television or radio. He will be assisted by other members of the *Texaco Star Theatre* troupe.

ABC will swing to Chicago for its entertainment presentation bringing to audiences the mystery drama, *Stand by for Crime*. Before the dramatization, Marc Connolly, narrator of ABC's *Actors' Studio*, will speak from New York, introducing the Chicago show to eastern viewers.

Chicago Plans

No special parties of Chicago televiewers have been planned for Tuesday night, but preparations are under way by the Chicago Radio Management Club for a turnout of 400 at a special luncheon Wednesday noon in the Red Lacquer Room of the Palmer House when NBC-TV will salute the club from New York and Washington. Special guests will be NBC's Charles R. Denny, executive vice president, and Carleton Smith, television director.

The program, 1:30-2 p.m. CST, will feature outdoor camera views of Rockefeller Center, St. Patrick's Cathedral, and other famous New York buildings as well as man-on-the-street interviews by announcer Ben Grauer. From Washington, views of the Capitol and interviews with Illinois Congressmen will be presented.

Without fanfare, WNBQ, key Midwest outlet for NBC television, will convert from its experimental operations of the past three months to a fulltime commercial basis Wednesday. In addition to WNBQ and WENR-TV (ABC), the only other Chicago station whose viewers will benefit from the joined cables is WGN-TV, the *Chicago Tribune* station.

WABD (TV) PROMOTES

Passman, Rayel Named

CHANGES in title and function of two staff members of WABD (TV) New York were announced last week by Leonard Hole, general manager of the DuMont television key station.

Roy Passman becomes WABD operations manager and Jack Rayel becomes daytime program manager.

Mr. Passman, formerly of CBS and the Washington office of the Cowles Broadcasting Co., is responsible for the organization and distribution of program and operations schedules and will assist Mr. Hole in the administration of all station operations.

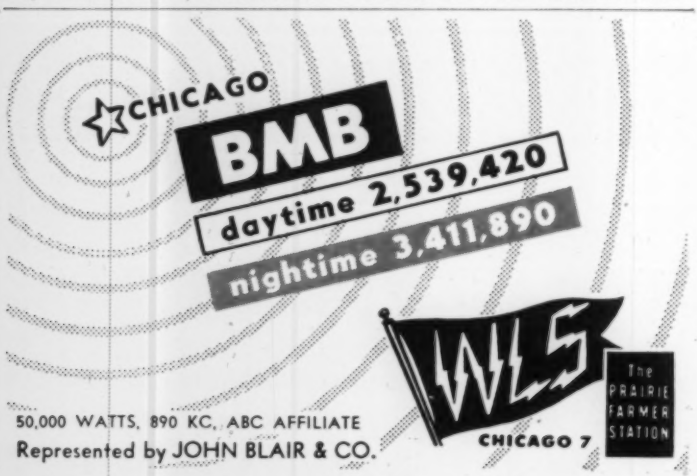
Mr. Rayel is directly responsible for the presentation of all programs aired from 7 a.m. to 6 p.m., Mon.-Fri., reporting to Tony Kraber, WABD's program manager. He joined DuMont in May 1948, and in July became assistant to James Caddigan, director of programming for the DuMont network, who has released Mr. Rayel for his new assignment.

JAMIESON

Promoted at DuMont

ROBERT JAMIESON, operations manager of WABD New York, DuMont television network's key outlet, has been promoted to network traffic manager. The appointment, announced last week by Lawrence Phillips, director of the network, is effective immediately.

Mr. Jamieson will be in charge of ordering all network facilities, routing traffic to DuMont's affiliated, and owned-and-operated stations, and will keep network stations advised of future traffic commitments.



WINZ

WTVJ(TV)

Rescind Revocation Says Walker

COMR. PAUL A. WALKER ruled last week that FCC should "revoke" its order revoking the permit for WTVJ (TV) Miami and should approve the proposed transfer of the station to Wolfson-Meyer Theatre Enterprises [BROADCASTING, Aug. 2].

His ruling came in an initial decision which is subject to approval of the Commission. Comr. Walker presided in the hearing on both the revocation and transfer questions in late October. [BROADCASTING, Nov. 1].

The Commission's original revocation order, held up pending a hearing and final decision, was based on alleged concealment and misrepresentation of ownership and financial affairs. At that time FCC charged that Robert J. Venn, an 11-year veteran of broadcasting who was listed as president and 66% owner of the company, had relinquished control to Wolfson-Meyer Theatre Enterprises (Wometco).

On the basis of the hearing, Comr. Walker concluded that "neither Wometco nor Venn acted prudently in this matter," but that he didn't regard the evidence as requiring affirmation of the revocation order. Further, he said, Wometco is qualified to become operator of WTVJ. The station had been slated to go on the air within a short time when the revocation order was issued.

The WTVJ permittee, Southern Radio & Television Equipment Co., originally was owned 66% by Mr. Venn; 32% by Edward N. Claughton, and 2% by Edward J. Nelson, attorney. Later Mr. Claughton decided to withdraw. Comr. Walker found three basic questions to be answered:

1. Did it become misrepresentation when Southern Radio failed to open a bank account and deposit Mr. Claughton's checks as represented in the application?

2. When Mr. Claughton indicated his desire to withdraw from the company, was this actually a corporate and financial change which should have been reported to the Commission?

3. Did Southern Radio actually relinquish control to Wometco at any time?

The first question was answered "no" by Comr. Walker. He said the Southern Radio application was filed in good faith and that "the fact that later events brought about changes in fiscal plans does not render deceitful or intentionally misleading those plans first contemplated."

To the second question, the Commissioner replied that the "changed circumstance" should have been reported. But he found no evidence of deliberate concealment and said he did not consider Southern Radio to be "so remiss" as to warrant revocation.

Close Relationship

As to the third question Mr. Walker said "the relationship of Southern and Wometco . . . was closer than that which ordinarily exists between lender and borrower or a proposed transferor and tansferee," But he found no reason to believe that there was any actual transfer of control to Wometco.

The application for transfer to Wometco was filed last April. The transfer is to be accomplished by simple stock subscription. Wometco subscribes to all 1,000 shares of Class A $9.50 par common stock while the 333 shares of Class B $1 par common stock are to be held by Mr. Venn; Mitchell Wolfson, president of Wometco, and Mrs. Wolfson; and Sidney Meyer, Wometco vice president, and Mrs. Meyer. Class A stockholders (Wometco) must lend $200 per share to the corporation, repayable after 20 years with no interest payable during the first three years.

Wometco owns and operates a number of motion picture theatres and affiliated enterprises in the greater Miami area and also owns 20% of WMIE Miami, of which Mr. Venn has been general manager.

ASCAP

TV Negotiating to Start

NEGOTIATIONS with ASCAP for video licenses are expected to start this week, according to Robert P. Myers, NBC assistant general attorney and head of the television subcommittee of the NAB Music Advisory Committee.

ASCAP has secured video licensing rights from the required 80% of both writers and publishers (figured on a royalty basis) and so is now in a position to begin negotiations with the telecasters. Definitions of terms used in the rights given ASCAP by its members—costumes, scenery and the like—is the first order of business, Mr. Myers said.

The extension of the ASCAP contracts with sound broadcasters through 1959 [BROADCASTING, Jan. 3] does not cover television, which is to be separately licensed.

AGENCY EXECS

N-E Names 8 to Ownership

NEWELL-EMMETT Co., New York, promoted eight executives into ownership of the company Jan. 1 in recognition of "long and effective" service.

They are: James F. Kiley, controller, who has been with the agency since 1919; Edward F. Molyneux, art department manager, who also joined the agency in 1919; G. Everett-Hoyt, executive, associated since 1923; Gerald W. Tasker, research director, with the company since 1925; Russell K. Jones, executive since 1929; Robert R. Newell, copy department manager, who joined in 1933; Earl H. Ellis, executive, with the firm since 1938, and Newman F. McEvoy, media department manager, with the agency since 1928.

Mr. McEvoy has handled timebuying for a variety of active advertisers since 1930. Accounts included Liggett & Myers (Chesterfield) and Pepsi Cola, for which he was chief timebuyer. He is credited with putting that company's famous 15-second jingle on a number of U.S. stations. In January 1947 he was named president of Media Men's Assn., New York.

The advertising agency has been broadening the base of its ownership from within the organization since its establishment in 1919.

SAR Talks TV Rights

MEMBERS of the Society of Authors Representatives, composed of literary and dramatist agents, met last Wednesday afternoon to discuss and swap information on the various aspects of television rights for the properties they represent. The meeting resolved to take the matter up with the Dramatists Guild the latter part of next week.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—
Published by Melody Lane

I LOVE YOU SO MUCH IT HURTS

On Records: Mills Brothers — Dec. 24550; Reggie Goff—Lon. 312; Floyd Tillman —Col. 20430; Frontiersmen—Vic. 20-3188; Jimmy Wakely — Cap. 15243; Shorty Long — Dec. 46139; Tommy Clayton—Varsity 8010.

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. . . complete analysis of 1948 radio advertising; AM, FM, TV directories, program trends; ratings of year's most popular shows; new audience measurement methods, plus 1000 radio references.

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FIRM _____
ADDRESS _____
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52 WEEKLY ISSUES AND 1949 YEARBOOK

YEARBOOK Special

REC SEMINAR

Skouras, Smith, Jett, Hubbell Speak

"TELEVISION, with the aid of motion pictures and radio, will reach the heights of success and prosperity and service to mankind," Spyros Skouras, president, 20th Century-Fox Film Corp., told the Dec. 30 meeting of the Radio Executives Club of New York [BROADCASTING, Jan. 3].

"We are dealing with no midget marvel of the moment," Mr. Skouras declared. "We have on our hands a mighty giant and until it is fully grown and developed it will plague us and upset us and give us many headaches." But when the developmental period is over, he predicted that "the zenith in entertainment will be reached."

Impact Will Be Felt

Pointing out that "there is no question that the motion picture industry and radio will feel the impact of this growth of television and that there will have to be an adjustment period," Mr. Skouras continued: "I see no basis whatsoever for those who cry panic and darkly predict that it will mean the eventual destruction of the motion picture industry and radio.

"On the contrary, in my opinion, television will give to the motion picture industry its greatest impetus since the advent of sound."

He foresaw "a whole new technique, a whole new world of achievement, an entirely changed setting and a vastly larger audience. When between 15 and 20 million television sets will be in use in homes and television theatres will be in common use, then the motion pictures, radio and television will be one."

Mr. Skouras envisaged chains of 3,000 or more theatres receiving simultaneously "the finest in motion pictures, operas, plays, sports along with current events of great import" and reproducing them by large-screen television for millions of theatre patrons across the land.

These wire transmitted video programs, two or three hours long unlike radio's half-hour units, will be shown for a week on the same hookup, three times a day, he predicted. He warned, however, that if "some gadget should come along which would permit a toll for entertainment in homes, that might change the whole form of this entertainment."

Carleton D. Smith, NBC director of television operations, cited video's "overwhelming acceptance by viewers and advertisers alike"—the best indication of it's "coming of age during 1948."

At the REC seminar (l to r) are Messrs. Hubbell, Jett, Pryor and Skouras.

TV programs, he said, "have garnered fantastically high ratings and the advertising impact is terrific," such as the *Texaco Star Theatre's* regular ratings of 80 and sponsor identification in the 90's.

Many New to TV

Pointing to NBC's current 30 TV network advertisers as compared to the 9 it had a year ago, Mr. Smith said: "At NBC, we have been particularly pleased with the fact that many of the advertisers, now buying the network, are new to television.

"Of the hours per week sold on the NBC television network, more than 60% has been bought by advertisers who are not currently using NBC's sound broadcasting facilities. The remaining 40% of the commercial schedule has been purchased by current NBC advertisers, but with new money, not from their NBC sound appropriations.

"For the first time since before the war," he continued, "we are entering a period of intense competition for the consumer's dollar and the backlog of consumer demand is beginning to evaporate.

"The television manufacturing industry itself, will do much to create new demand and will undoubtedly give employment to hundreds of thousands.

"More important, perhaps, may be television's contribution to the economy of the nation, for its very existence will stimulate the movement of billions of dollars worth of merchandise and services.

"Television will create new advertising money by speeding up the movement of goods from the manufacturer to the consumer and will be an invaluable aid in improving the efficiency of the distribution machinery of the nation.

"Television in 1949, and in the years to come, will offer an unequalled opportunity for large and small advertisers, alike. It is a *new* opportunity in a *new* medium."

A Challenge

Richard W. Hubbell, head of Richard W. Hubbell & Assoc., television management consultants, declared that with the influx of new money into television "the dominance of the standard radio broadcaster in television is being challenged.

"Some of the most impressive new television projects," he said, "have been organized by men who have made their millions in the oil business, in the cattle business, in the hotel business, in motion picture distribution, in show business, in publishing and in diversified manufacturing enterprises.

"The influx of new money typified by these people," Mr. Hubbell predicted, "will bring about an ownership and management revolution in the broadcasting industry in the next 18 months to two years. . . . But television cannot be considered solely as a challenge to the status quo.

"Within the next decade television will not only create a number of new millionaires but will also become a prime mover of the economy. Television will pave the way for the development and marketing of new consumer goods, electronic and otherwise, which may run to as much as an additional $2 billion annually.

Discussing the present freeze on applications for TV stations and the problems confronting attempts to add UHF channels to the present VHF frequencies for TV operation, Mr. Hubbell said:

"FCC policy respecting opening of the UHF channels for more television stations should be resolved before next summer, but only preliminary steps can be taken by industry to get going on them. A few more experimental transmitters may go on the air, but the number of UHF receivers next year will be infinitesimal.

Favored Positions

"The simple fact is the occupants of the 12 VHF channels (numbers 2 through 13) are in favored positions. These channels are to television what the clear channels and the better placed regional channels are to AM radio.

"Late comers using UHF channels in areas already served by Channel 2 through 13 stations will have the same commercial obstacles to overcome that local and daytime AM stations, and nearly all FM stations, have had to meet."

E. K. Jett, vice president and director of radio for the Baltimore Sunpapers (WMAR-TV), predicted "there will be at least 85,000 TV, and more than 100,000 FM receivers in the Baltimore area by the end of 1949. This means that there will be about one receiver in every three or four families. What will this do to AM broadcasting?"

In answering this question, the former FCC commissioner quoted a statement by FCC Chairman Wayne Coy in which Mr. Coy stated that "a broadcaster who buries his head in the sand and who doesn't think that television is going to take a large portion of his audience and a large portion of the advertising dollars is just deluding himself."

Citing the tremendous growth of the television industry, Mr. Jett referred to a recent Dept. of Commerce report that "the greatest growth in a year of any American

Lesavoy, Barnes Wed

HOWARD G. BARNES, radio and television director of Dorland Inc., New York, is to be married to Joan Lesavoy, on Sunday, Jan. 9, at the St. Regis hotel in New York.

GATES

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.

Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.

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WSTC and WSTC-FM

STAMFORD, CONN.

"The Gateway to New England"

A B C Affiliate

Representative J. P. McKINNEY & SON

industry was chalked up by the manufacturers of television receivers.

"At the very bottom of the graph," Mr. Jett continued, "was a bar for radio production. One of the reports . . . maintained that the demand for video sets was 1,000% greater than for the AM receivers."

A lot of people want to know why the Sunpapers dropped its construction permit to build a new AM station, Mr. Jett stated. "Let me say at the outset that we do not think AM is a dead duck . . ." however, ". . . this is not a good time to create a ninth AM facility in the Baltimore area.

". . . While we were looking for a new AM transmitting site," Mr. Jett said, ". . . the FCC released one of its useful economics reports. . . . Maryland and Delaware were combined in one table which showed that in 1946 the total AM revenue of all stations was $4,249,535 and total broadcast expenses were $2,764,609. Average broadcast income from the 11 stations then on the air was $134,993. This caused us to wonder what the average income might be if the 53 stations now authorized, including three television stations, were placed in operation in these two states . . ."

"We gave back our AM construction permit," Mr. Jett concluded, "because . . . we preferred to concentrate on TV and FM and not establish a third facility at this particular time."

NAB ELECTIONS

Board Ballots Mailed Today

BALLOTS for nominations to fill 16 vacancies on the NAB board will be mailed today (Jan. 10) to member stations by Ernst & Ernst, New York accountants. The eight directors-at-large are to be nominated along with directors for eight of the nine odd-numbered districts. NAB districts elect directors in odd and even-numbered years for two-year terms.

District 9 (Ill., Wis. in part) last August reelected Charles C. Caley, WMBD Peoria, Ill., at the district meeting after mail nominations.

HOME OF CAMEL CIGARETTES

WAIR is located just a few blocks from the great R. J. Reynolds Tobacco Company . . . one of several major industries contributing to Winston-Salem's perpetual prosperity. WAIR is the favorite station of this easily-sold mass market.

WAIR

Winston-Salem, North Carolina

Representatives: Avery-Knodel, Inc.

FCC Revamping

(Continued from page 21)

man, objected to the use of only two divisions, and to the limitations on the activities of the chairman, who he felt would become a "ceremonial figurehead" under the bill.

At that time Mr. Denny said the Commission was considering a three-division system with four members on each division and the chairman sitting on all three as "a connecting link" [BROADCASTING, June 23, 1947].

A draft order which would have accomplished the general objectives outlined by Mr. Denny was subsequently presented by the Commission to Sen. Wallace H. White Jr. (R-Me.), then chairman of the Senate Interstate & Foreign Commerce Committee and author of the White Bill [BROADCASTING, July 21].

The FCC never put this order into effect, however, and after Mr. Denny's departure from the Commission at the end of October 1947 the plan was put aside temporarily.

A revised version of the White Bill late in 1947 provided for enlargement of the Commission to nine members and separation into three three-man divisions. But within a short time this was changed again to provide for continuation of a seven-man Commission and to provide for only two panels: One for broadcast matters and one for common carriers and safety and special services. The White Bill, although ultimately reported out of Committee, died with the expiration of the 80th Congress.

C. S. FRENCH

Joins Transit Radio

CARLIN S. FRENCH resigned his position as general manager of radio for Lorenzen and Thompson, Chicago, on Dec. 31 to accept an appointment to the national advertising sales staff of Transit Radio, Richard C. Crisler, TR's executive vice president, announced.

Mr. French

Mr. French, who joined the representative firm in 1947, will enter Transit Radio's Chicago office at 35 E. Wacker Drive today (Jan. 10) to assist Frank E. Pellegrin, national advertising sales manager. As national advertising representative, Mr. French will also serve as consultant to FM stations conducting negotiations with his firm.

For ten years he was owner-operator of WTMV East St. Louis, Ill., and is presently a partner in WATO Oak Ridge, Tenn., and a stockholder in KXEO Mexico, Miss.

'WJR DECISION'

FCC Asks SCOTUS For Reversal

DECLARING that administrative agencies otherwise will be saddled with "a serious burden," FCC last week asked the Supreme Court to review the now-famed "WJR decision" of the U. S. Court of Appeals for the District of Columbia [BROADCASTING, Oct. 11].

THE WJR decision held that the Commission must accord a hearing to any station which claims it would be harmed by the grant of a pending application—even if the alleged "harm" is interference outside the station's normally protected contour.

The decision upheld WJR Detroit's appeal from a grant issued for a new daytime station at Tarboro, N. C., on WJR's 760 kc clear channel.

FCC filed its request for Supreme Court review through Solicitor General Philip B. Perlman. The Court may grant or deny the petition, as it wishes. But in government circles it was believed that a review may be granted.

FCC contends the effect of the ruling would extend also to the courts.

It would, the petition asserted, "substantially limit the manner in which administrative agencies and courts may carry on their functions without conflict with the Due Process Clause of the Fifth Amendment."

The petition, signed by Solicitor General Perlman and FCC General Counsel Benedict P. Cottone, argued:

The effect of the decision . . . is to create a rigorous and universally applicable requirement that the FCC and other administrative agencies afford each and every petitioner before them oral argument on questions of law raised by their petitions, even though the pleadings neither state facts nor raise any substantial questions of law which, even when viewed in the most favorable light, would make favorable action on the petitions appropriate.

. . . To afford administrative agencies and courts no leeway or discretion whatever to make summary disposition of pleadings that are insubstantial or frivolous would impose a serious burden on the administration of judicial and quasi-judicial agencies. The large volume of business processed by the tribunals requires that certain pleadings be handled without the formality of oral argument . . .

The lower court was split 3-to-2 on the question of whether a hearing is required every time. Justices Harold M. Stephens, Bennett Champ Clark, and Wilbur K. Miller held that a hearing of some sort is necessary whenever there is a claim of damage, while Justices E. Barrett Prettyman and Henry J. Edgerton dissented on grounds that the Commission should be allowed to decide for itself whether allegations are sufficient to warrant hearing.

An Excerpt from a letter to Cleveland's Chief Station
PHILCO CORPORATION
Mr. Frank Blumer, Director
Sales and Sales Promotion
Station WJW
Cleveland, Ohio
August 26, 1948
This note is in appreciation of the fine cooperation that we of Philco received from you and the staff of WJW in carrying out the details of the Don McNeil for President promotion in New Philadelphia
Owen M. Klepper
Sales Promotion Mgr.
wjw

BILL O'NEIL, *President*

WJW

BASIC ABC Network

CLEVELAND

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

To One Million People CBS Means WDNC

DURHAM
North Carolina
5,000 WATTS
620 KC

PAUL H. RAYMER, REP.

NBS CLOCK

Chief Benefits to Industry In 'Higher' Bands

THE CHIEF BENEFITS which television and radio will receive from the National Bureau of Standards' new super-accurate atomic clock [BROADCASTING, Jan. 3] probably will be in the "higher" frequencies, above 1,000 mc, NBS authorities indicated last week.

It can be used as a frequency control at upper ranges where quartz crystals begin to lose their effectiveness. Thus, by the exactness of its control, it will permit narrower guard bands and consequently more efficient use of the spectrum than would be possible otherwise.

Frequencies in this range, NBS noted, are used by television relays, radar, and microwave equipment in general.

Observers, after the first demonstration last Thursday, were inclined to doubt that the clock would fulfill all the hopes engendered by the Bureau's early announcement that the development "will permit more radio and television stations in the now over-crowded radio spectrum."

Has Limitations

NBS spokesmen doubted that the clock would be of particular value to broadcasters in the spectrum range where quartz crystals effectively control frequencies.

However, there was growing belief that, by providing more exact control than do the quartz crystals, the clock could permit synchronization of co-channel television stations without use of wire-lines [BROADCASTING, Jan. 3], thus reducing interference at perhaps less cost. Standards Bureau officials estimated the atomic clock could be built commercially for "a few thousand dollars."

The clock was hailed as a standard of frequency and time which "promises to surpass by one or two orders of magnitude the accuracy of the present primary standard, the rotating earth." It has a potential accuracy of one part in a billion "or even 10 billion," NBS officials declared.

They said its potentialities for frequency control were such that it would "make possible the permanent establishment of radio channels on such an exact basis that tuning could be made as automatic as the dialing of a telephone number."

STATION SALES

Three Ask FCC Approval

SALES of WVOS Liberty, N. Y., WGTC Greenville, N. C. and WEGO Concord, N. C. for prices totaling approximately $190,000 were reported last week.

Formal applications covering the acquisition of WEGO by the *Concord Tribune* for $50,000 and of WGTC by Carolina Broadcasting System for $60,000 were filed with FCC for approval.

Negotiations for the sale of WVOS by Arthur C. Kyle Jr. to Harry G. Borwick and Seymour D. Lubin for approximately $80,000 were understood to have been completed. The application for Commission approval will be prepared and filed shortly.

Mr. Borwick, former chief of the Washington bureau of the *N. Y. Journal of Commerce* and news analyst on WINX Washington, and Mr. Lubin, a New York attorney, also acquired from Mr. Kyle two-thirds interest in the *Evening News of Sullivan County* and the *Sunday News-Republican*, both of Monticello, N. Y., for a price reported at $150,000. Mr. Kyle retains one-third interest in the papers. He will continue to be associated with the station (1240 kc, 250 w) although full ownership is acquired by Messrs. Borwick and Lubin. Negotiations for sale of the properties were handled through Blackburn-Hamilton Inc., radio and newspaper brokers.

Details of the applications filed with FCC:

WEGO Concord, N. C.—Assignment of license from Wayne M. Nelson to The Concord Tribune Inc. for $50,000. Mr. Nelson is licensee of WAYN Rockingham, N. C.; and 75% owner WWNP Fayetteville, N. C. Purchaser is publisher of daily "Tribune" there and is owned as follows: A. W. Huckle, president-treasurer 60.71%; John C. Barnhardt, vice president 6.43%; his wife, Helen M. Barnhardt, 10.3%; Zack L. Roberts, vice president 9.77%; E. Ray King, vice president-assistant treasurer 4.37%, and Ray Hull, editor of paper, director 0.14%. There are four other stockholders.

WGTC Greenville, N. C.—Assignment of license from J. J. White tr/as Greenville Broadcasting Co. to Carolina Broadcasting System Inc. for $60,000. Mr. White wishes to retire from radio because of failing health, he told FCC. Carolina Broadcasting is permittee of new AM station there assigned 1270 kc, 1 kw, day, and would drop that permit if transfer is approved. Firm would seek to improve assignment of WGTC. Carolina Broadcasting is headed by Earl Westbrook, president and 29.95% owner. WGTC is assigned 1490 kc, 250 w, full-time.

RESUMES 50 kw

KRLD Using Temporary Unit

KRLD, 50 kw CBS outlet for Dallas and Fort Worth which has been operating with 10 kw since its transmitter towers collapsed last month, was due to be back to the full power daytime about Jan. 13, using a temporary 300-foot replacement unit. Damage was estimated at about $70,000.

First sections of the temporary tower from Blaw-Knox, Pittsburgh, arrived in Dallas Jan. 3. Two 475-foot permanent replacements are being built by the same company for KRLD, with delivery expected about mid-March.

In the meantime, KRLD will use 10 kw nighttime, while KRLD-FM (essentially duplication of AM programs) will be off the air. Since the accident, an emergency antenna has been strung between two 50-foot telephone poles.

JETT TO SPEAK

At CBS TV Clinic Opening

FACILITIES and programming necessary for a well-rounded television service in a metropolitan area will be outlined by E. K. Jett, vice president and radio director of Baltimore Sunpapers (WMAR-TV) and former FCC commissioner, at the opening session of the three-day CBS television clinic Jan. 21, 22, 23 in New York.

J. L. Van Volkenburg, CBS vice president and director of television operations, said the purpose of the clinic is to afford executives of the 250 stations represented a chance to get acquainted with every facet of video planning, construction and operation.

Every available hotel room with television accommodations in New York has been reserved for the visiting executives. On-the-scene observation of actual operations in the new CBS television studios also is on the schedule, as is the study of remote telecasts of WCBS-TV, WPIX (TV) New York, WCAU-TV Philadelphia and WMAR-TV.

Following the three-day session, key CBS-TV executives will hold additional days open for consultation with station officials on their individual plans.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

UNSTOPPABLE

Wilmotte Cites TV Demand

TELEVISION "has taken hold of the public" and nothing is going to stop the demand for it. Investors represent the initial force to satisfy that demand—and where there is demand and investors there are profits.

These were among the opinions expressed by Raymond M. Wilmotte, president of Raymond M. Wilmotte Inc., consulting engineers in radio and electronics, Washington, D. C., in a talk before the New York Society of Security Analysts Jan. 5 in New York.

After reviewing current engineering and technical problems in television, Mr. Wilmotte pointed out that there is "little hope" of providing nation-wide video service comparable to AM service with TV limited to its present 12 channels.

Continuance of this limitation is not likely, he said. "In fact," he added, "there are very good prospects that good service will become possible in the still unopened ultra-high frequency band where over 60 channels are waiting to be used."

"Only officially proposed system to open up this band that seems economical," said Mr. Wilmotte, "is Polycasting—a method of using a lot of low-powered stations instead of a single large one." Commenting that the system still has to be proven in an actual installation, he said it has an important advantage with respect to amount of capital required. The service signal provided can be designed to fit the shape of the area to be served, and increased service area is obtained by adding stations in the new areas to be opened.

Case Re-elected

NELSON CASE, who ran unopposed for re-election as president of AFRA's New York local, received 532 votes, highest of all candidates. Also elected and their tallies: Vice presidents—Karl Swenson 437, Ben Grauer 434, Virginia Payne 257, Kenneth Banghart 312, and Chuck Goldstein 299; Treasurer—Dan Seymour 381; Recording Secretary—Ted Osborn 366.

MERGER

AGVA Resisting Efforts Of Talent Groups

CONSIDERABLE resistance against the proposed merger of talent unions has been forming in the American Guild of Variety Artists, it was learned last week.

AGVA was invited to become a party to the blending of Actors Equity, Chorus Equity, American Guild of Musical Artists and of the American Federation of Radio Artists last month [BROADCASTING, Dec. 20, 1948]. All are members of the parent Associated Actors and Artistes of America.

The invitation to AGVA, although made known in the press somewhere in midmonth, actually was not received at the AGVA office in New York until the end of the month, it was said.

AGVA's national board will have to decide what to do about the invitation. Since there is no meeting of the board scheduled, the whole matter of accepting or rejecting the invitation appears to be left in the air.

There is some sentiment in the union that if the merger is effected it may be challenged by AGVA on constitutional grounds—that the merger is not legal under the basic law of the 4A's.

Thinking along this line in AGVA takes the course that the merger is only a partial blending, since many units of the 4A's are not participating and that therefore the partial merging, in effect, constitutes action against those not included.

Fearful of 'Scheme'

The unit forces in AGVA look upon the proposed merger as primarily a scheme to divide up television jurisdiction and they are fearful it my exclude many actors in the 4A unions not included in the merger.

They would prefer to see either a complete blending of all the 4A unions, or, if television jurisdiction is at present the real problem, that the video question not be apportioned among the various component unions of the 4A's but be instead held by the 4A office itself. This would mean, it is said, that the 4A's would issue a television card and, it is the hope of the AGVA members, that this card would be uniform and would require no further dues than are presently paid by members to the respective guilds or branches to which they belong.

Leadership in the proposed merger has been taken by AFRA. It has reached the stage where the national governing boards of the four unions involved must approve plans made by a joint merger committee.

The Screen Actors Guild, another 4A member, has agreed to become a partner of the organization formed by merger for the purpose of dividing television jurisdiction [BROADCASTING, Dec. 20, 1948].

MOTOROLA SUIT

Siragusa Terms It 'Spite'

ROSS SIRAGUSA, president of the Admiral Corp., charged Wednesday that Motorola's recent suit against Admiral is a "spite suit" occasioned by his company's successful entrance into the low price television field. He branded allegations in the suit as completely unfounded.

Motorola, in its complaint, charged Admiral with infringement of its television patents.

GODFREY SHOWS

Adds New CBS-TV Program

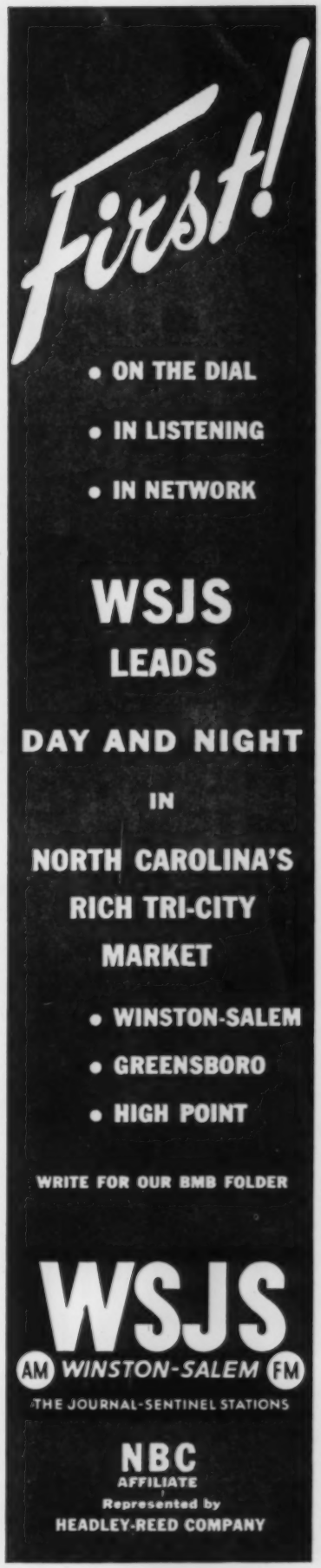
A NEW hour-long weekly Arthur Godfrey variety show will begin Wednesday on CBS television network, 8-9 p. m., titled *Arthur Godfrey and his Friends*. Sponsor will be Liggett & Myers Tobacco Co. for Chesterfields.

With the addition of the new show, the Godfrey schedule now lines up as follows: CBS—*The Arthur Godfrey Show* 10:30-11:30 a. m. Mondays through Fridays; CBS and CBS-TV—*Arthur Godfrey's Talent Scouts*, 8:30-9 p. m. Mondays; CBS-TV—*Arthur Godfrey and his Friends* 8-9 p. m. Wednesdays.

The new program will be produced by Margaret "Mug" Richardson. Jack Carney and Paul Nickell will direct.

Inglis to NAB

DR. RUTH A. INGLIS, on leave from U. of Washington until October, joined the NAB headquarters staff last week as editorial assistant to President Justin Miller [BROADCASTING, Dec. 13]. Miss Inglis is associate professor of sociology at the university and is author of *Freedom of the Movies*, part of the Hutchins Commission on Freedom of the Press.



REPORT ON FCC

Replace Blue Book Is Advice

FCC should abandon its controversial Blue Book and abide by law books [CLOSED CIRCUIT, Jan. 3], Congress has been advised.

That suggestion accompanied a recommendation of a House Select Committee Jan. 1 to the new 81st Congress that legislation be enacted guaranteeing that radio remain as free as the press.

The report's free radio theme brought sharply back in focus for the industry platforms adopted on that subject at the 1940 and 1948 Democratic National Conventions. In radio circles, after the new Congress convened last Monday, interest was centered on what action the legislative body would take to fulfill its convention pledges.

The unanimous report, sharply critical of the FCC's operations and policies, reflected bipartisan thinking. It was signed by Rep. Forest A. Harness (R-Ind.), committee chairman defeated in the recent elections, and Reps. Leonard W. Hall (R-N.Y.), Charles H. Elston (R-Ohio), J. Percy Priest (D-Tenn.), and Oren Harris (D-Ark.).

The committee recommended that an appropriate committee be appointed to investigate the Commission and that legislation be enacted to rectify the errors it had detected and to meet the changing needs of the industry.

Congressional attention was directed to the conception of the Blue Book and "the training and philsophies of some of its progenitors."

Conception of Blue Book

"The Commission," the report said, "hired Charles Arthur Siepmann, who was born in England and educated there, was for 12 years employed by the government owned and controlled British Broadcasting Corp. and was, for a time, its director of program planning. . . .

". . . the employment of a man experienced in controlling programs from a government ownership viewpoint, in the preparation of the 'Blue Book' supports the premise that such employment was a deliberate step toward government control of radio. It further supports the charges that the report 'considered from every angle, reveals a lack of faith in the American system of free radio and a desire to impose artificial and arbitrary controls over what the people of this country shall hear'."

It was concluded by the committee that the act represented the "misuse of powers far beyond those given to the Commission by Congress and inconsistent with the constitutional limitations under which Congress acted."

"Because the FCC power to license and periodically renew licenses is literally the power of life and death, the broadcasters must be sensitive to even the slightest implication on the part of the Commission. Former FCC Chairman Fly, who was chairman when the Blue Book was conceived, once amusingly spoke of this situation as 'regulation by raised eyebrow'."

The Commission was described as an example of the "usurpation of the judicial power in that policies of the Commission which actually regulate broadcasters are not appealable in the courts, and the Commission, by the simple expedient of deciding cases upon grounds other than those which would permit appeal, can prevent their policies from ever being reviewed."

Congress was urged to "give further and minute study" to the question of regulation by the FCC.

Legislation, if needed, should be spelled out so that it "will leave no question of the intent of Congress that radio must remain free as the press and the violation of the acts of Congress and the First Amendment of the Constitution in this regard will no longer be tolerated," the committee reported.

Used as Excuse?

It was the opinion of the committee that FCC was without power and authority to promulgate and issue the Blue Book and that it is being used as the basis and excuse for regulation by the Commission, directly and indirectly, of radio program content at stations.

The FCC's accounting department, with its 125 employes, was described by the committee as the weakest department in the Commission. It was weak, the committee said, in the sense of ability to perform its functions correctly.

In the cases and documents examined by Frank T. Bow, general counsel, and his staff of investigators, there was "widespread ambiguity and misleading information making it impossible to reconcile any of the applicant's financial statements, the report stated.

The probe committee termed the economic branch and division as "the crowning blight" of the accounting department. They pointed out that this branch was headed by Dallas Smythe, who resigned from FCC on June 30 just as the Select Committee was beginning its investigation.

No one at FCC, committee members said, had been able to give a strong reason for the existence of this branch of the accounting department, which makes studies of "economic trends and economic impact of radio and related industries upon the public." All the data needed by FCC can be obtained without cost, the report stated.

The law department was labelled by the committee as the "Goliath among the departments exercising power and influence far above and beyond its ability and merits."

"We found," the report continued, ". . . that the legal division of the FCC almost invariably writes an opinion for the Commission without previous consultation with the various Commissioners."

In structure, functions and personnel the committee found little to criticize in the engineering department.

Grants to Edward Lamb for WTVN(TV) Columbus, Ohio, WTRT(FM) Toledo, Ohio, WEEL (FM) Erie, Pa., WICU(TV) Erie, Pa., and WTOD Toledo, Ohio, were cited by the Committee as "an example . . . of the failure of proper investigation by the Commission or disregard of evidence."

It was felt by the committee that FCC had also failed to sufficiently investigate before granting facilities to The Cooperative Broadcasting Assn., now operating WCFM (FM) in Washington, D. C.

Their report included data taken from the Committee on Un-American Activities on organizations claiming as members Herbert S. Wood and Mrs. Charles Putnam, one-time officers of the licensee.

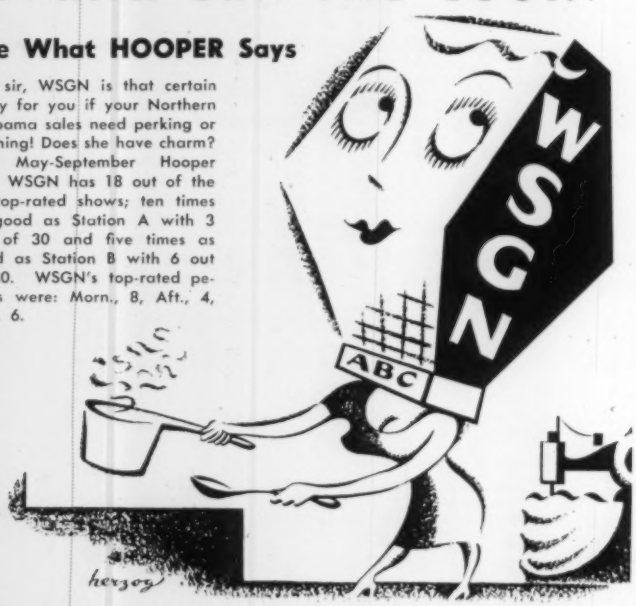
A comprehensive file of material on its investigation of communications in Puerto Rico was presented by the committee. The committee believes that the entry of the government station into the competitive field does pose a serious question in relation to the private interests.

It was the recommendation of the committee that Congress enact laws to protect private broadcasters from competition by government stations of agencies or subdivisions of government.

. . . and can she cook!

See What HOOPER Says

Yes sir, WSGN is that certain party for you if your Northern Alabama sales need perking or stitching! Does she have charm? The May-September Hooper says WSGN has 18 out of the 30 top-rated shows; ten times as good as Station A with 3 out of 30 and five times as good as Station B with 6 out of 30. WSGN's top-rated periods were: Morn., 8, Aft., 4, Eve., 6.



ALABAMA'S BEST *BUY* FAR!

WSGN

WSGN — FM

THE NEWS-AGE-HERALD STATIONS

Birmingham 2, Alabama — Headley Reed National Reps.

IN LOS ANGELES

GET ON THE BEAM!

Direct to the 1,130,000 "SPECIALIZED GROUP" within the Los Angeles Market.

6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

KOWL 5000 WATTS CLEAR CHANNEL

Owned and Operated by

ART CROGHAN & GENE AUTRY

Designed post-war to excel in...

- performance
- reliability
- efficiency
- economy
- accessibility
- convenience

The Collins 20T 1000/500 watt AM transmitter

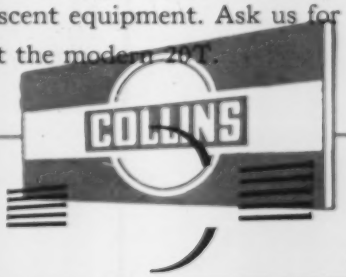
The Collins 20T gives its owners every advantage of the latest developments and refinements in high fidelity one kilowatt AM transmitter design. Thorough engineering and fine components assure a long life of dependable operation.

Vertical chassis construction and careful arrangement provide quick accessibility to all parts and wiring. All tubes are easily reached from the front.

Adjustments are made, and the meters read, from one convenient position before the exciter cabinet control panel. A switch gives selection of either of two complete and independent temperature controlled plug-in oscillators. One oscillator can be unplugged and removed for servicing while the other carries on.

The 20T requires only 4.75 kw of power at 100% modulation at 85% power factor. The entire transmitter uses only nine different tube types, including rectifiers and voltage regulators; thus a minimum of spares need be stocked.

Today's competition on the airwaves can't be met with obsolete or obsolescent equipment. Ask us for more information about the modern 20T.



FOR HIGH PERFORMANCE, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St., New York 18, N. Y.

458 S. Spring St., Los Angeles 13, Calif.

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BOUND

. . . to keep all those BROADCASTING special features at your fingertips . . . the continuing studies of radio markets, "Telestatus" reports, Telecasting sections, AM and TV showsheets and all those other unduplicated and exclusive BROADCASTING features. Number is limited. Tear out the coupon and mail today, please.

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SEND FOR YOURS TODAY!

BROADCASTING MAGAZINE HA-3
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Gentlemen:
Enclosed please find ☐ *check* ☐ *money order* ☐ *bill me for* ☐ *binders to be sent direct to:*

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Technical

JIM LAWHON, former southeastern district field engineer for General Electric, has joined WMAZ Macon, Ga., as technical adviser. He succeeds **FRED DENTON** who now operates WIVY Jacksonville, Fla.

JOHN BATTISON, ABC allocations engineer, has been elected senior member of Institute of Radio Engineers. Mr. Battison has been member since 1946.

JAMES D. MARTYN, formerly of KRHO Honlulu, State Dept. international broadcast station, has joined WFIL-FM Philadelphia.

ADDITION of two engineers and transfer of three persons to television engineering department have been announced at NBC Central Division, Chicago: **JOHN H. CASHMAN,** maintenance, and **GEORGE C. WILSON,** studio, join AM staff, replacing **WILFRED PRATHER** and **HUEL POWELL,** TV engineer transfers; **RICHARD FISCHER** is working as student on WNBQ transmitter staff.

KYW Philadelphia has completed construction of two new 465-foot towers in suburban Whitemarsh. New antenna system will be put in operation after completion of tests. Station has recently put in operation a 245-foot tower atop Mid-City Architect's Bldg., 576 feet above street, for its KYW-FM.

LEROY BREMMER, formerly with KHUM Eureka, Calif., has joined engineering staff of KRSC-TV Seattle, Wash.

WFMF INCREASE

Field's FM Station to 33 kw

MARSHALL FIELD'S Chicago FM station, WFMF, on Jan. 1 began broadcasting with 33,000 w, almost double its previous power.

Studios and transmitting site are located on the 38th floor of the Carbide and Carbon Bldg., where offices of its AM affiliate, WJJD, are also housed. Programming is not duplicated.

Exclusive FM programs include two hours of educational broadcasts daily by the Chicago Board of Education for use in schoolrooms, Felix Borowsky's *Concert Hour,* a daily United Nations report from its headquarters, and Chicago White Sox night baseball games. Station operates on seven-day schedule, 1-10:30 p.m. CST, on 100.3 mc.

WEAV Ups Power

WEAV, ABC affiliate at Plattsburg, N. Y., began operating from its new transmitter and with increased power Dec. 29. The station, formerly on 1340 kc with 250 w, is now on 960 kc with 1 kw. It is licensed for fulltime operation to Plattsburg Broadcasting Corp. George F. Bissell is president and general manager. Collins equipment is used in the new transmitter, located on Lake Shore Road south of Plattsburg.

SCRANTON FM

Two Open Christmas

TWO new FM stations in Scranton, Pa., started operation at noon on Christmas Day. They are WQAN-FM, owned by *The Scranton Times,* and WGBI-FM, owned by Scranton Broadcasters Inc. Transmitters of the stations are located on Bald Mount, only 370 feet apart.

WQAN-FM is on Channel 222 (92.3 mc) with 1.8 kw. John P. McGoldrick is manager and chief engineer; Robert R. Flanagan, program director; James Pettinato, supervisor of operations; William Houston and Robert Barritt, engineers; Anthony Martell, Eugene Feeney, Hugh Connor and William Badger, announcers. The station is using temporary studio and office quarters in the *Times* building, pending construction of an additional floor on the building.

Madge A. Megargee, vice president of Scranton Broadcasters, and her brother Frank E. Megargee officiated at the WGBI-FM opening. The station is on Channel 267 (101.3 mc) with 1.8 kw. Kenneth R. Cooke is chief engineer.

Both stations have AM operations.

Turntable

BERT C. LOWN, director of station relations and sales for Associated Program Service, division of Muzak Corp., New York, has been elected a vice president of the parent organization.

Mr. Lown

FREDERIC W. ZIV Co., Cincinnati, has announced that WHOS Decatur, Ala., and WKUL Cullman, Ala., have purchased five of its shows each. Also announced was KBYR Anchorage, Alaska's, purchase of six programs; sale of five additional packages to KLTI Longview, Tex., and six shows to WREX Duluth, Minn.

What's the LATEST WORD in MAGNETIC TAPE RECORDERS for the BROADCAST STATION?

An amazing new instrument that doubles your playing time, cuts recording costs in half! Write today for technical literature.

AMPLIFIER CORP. OF AMERICA
398-33 Broadway, New York 13, N. Y.

On All Accounts

(Continued from page 10)

front page notice in local newspapers and Walt admits that he was the fair-haired boy of the agency for some time after.

Forest Lawn Memorial Park Assn., Glendale, Calif., offered Walt the post of director of public relations in 1936 and he continued in that capacity for the next four years. During that time he arranged many a special events broadcast from the famed memorial park. Included was the annual Easter Community Sunrise Service broadcast.

Walt set up his own Los Angeles advertising agency in 1940. But shortly thereafter World War II showed its ugly face and he closed shop to join government service. On June 15, 1942, he was made administrative officer of the recruiting and manning organization of the War Shipping Adm. Setting up shipping facilities as the Army moved along, assignments took him to all battlefields of the war.

When shortage of radio operators occurred during the war, Mr. Neill also established a training school in Glasgow for American youths living in the British Isles. And during that time he also lectured on radio advertising at Eton College.

With war's end, back to Los Angeles he went, and for the next 12 months took a much needed rest. He re-joined Forest Lawn Memorial Park Assn. as vice president and director of public relations in November 1946. Walt shifted to his present position with Ruthrauff and Ryan, in March 1948.

The Neills—she is the former Lois Wendell of Long Beach, Calif.—have been married since Aug. 7, 1946, and make their home in Outpost Estates section of Hollywood. He is a member of the Hollywood Advertising Club and Jonathan Club.

If plans work out Walt hopes sometime to join Count Byron de Prorok, noted archeologist, in an expedition across the Sahara Desert to the Nile in search of a lost City of Gold. Walt wants to tape record the expedition for broadcast in this country. And for a sponsor too.

If horseback riding and sailing are hobbies, Walt says, then those are his.

WKDN CAMDEN

Now in Operation

WKDN Camden, N. J., is now operating on 800 kc with 1 kw daytime. South Jersey Broadcasting Co. is the permittee for the station which took the air Oct. 31.

President and general manager of the new outlet is Ranulf Compton with F. J. Compton vice president. WKDN's program director

The new WKDN Camden studio and transmitter building.

* * *

is Edwin W. Tucker and the commercial manager is Phillip Adams. Roger S. Whitlock is chief engineer.

Studios and transmitter are at Fairview in Camden. Designated Radio Park, the property also contains a 260 foot transmission tower.

President and treasurer of South Jersey Broadcasting Co. is Mr. Compton who holds 77% interest. His wife, Florence J. Compton, is vice president and holds 20% while Mortimer Hendrickson is secretary and 3% owner.

Duffy-Mott Campaign

LARGEST prune juice advertising campaign ever conducted will get under way in January, H. E. Meinhold, vice president of Duffy-Mott (Sunsweet prune juice) announced. Mr. Meinhold said that radio, large class magazines, general weeklies and trade papers will be employed. Young & Rubicam, New York, is the agency handling the account. Radio plans will most likely include a spot announcement campaign.

CBC to Meet

THE JANUARY meeting of the board of governors of Canadian Broadcasting Corp. is to be held at Montreal, Jan. 20-22. No agenda has been announced as yet, but it is expected that some discussion on television may develop in connection with conversations now going on towards joint operation of TV stations by CBC and private interests at Montreal and Toronto.

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ACTIONS OF THE FCC

DECEMBER 31 to JANUARY 6

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours
SSA-special service authorization	CG-conditional grant	

January 3 Applications . . .

ACCEPTED FOR FILING

AM—1330 kc

WASA Havre de Grace, Md.—CP change from 1600 kc to 1330 kc, increase from 500 w to 1 kw, operating D.

License for CP

WEAV Plattsburgh, N. Y.—License to cover CP change frequency, increase power etc.

KINE Kingsville, Tex.—License to cover CP new AM station and specify studio site as 295 E. King St.

Modification of CP

KMAC San Antonio, Tex.—Mod. CP change frequency, increase power etc. for extension of completion date.

KVOL-FM Lafayette, Ind.—Mod. CP new FM station for extension of completion date.

KROC-FM Rochester, Minn.—Same.

WVKO Columbus, Ohio—Same.

KUHF Houston, Tex.—Mod. CP new noncommercial educational FM station for extension of completion date.

KPIX San Francisco—Mod. CP new commercial TV station for extension of completion date.

KLEE-TV Houston, Tex.—Same.

WOAI-TV San Antonio, Tex.—Same.

License Renewal

Applications for renewal of license were filed by following FM stations: WDRC-FM Hartford, Conn.; WMLL Evansville, Ind.; WMOT Pittsburgh; WNDB-FM Daytona Beach, Fla.; WSYR-FM Syracuse, N. Y.

Sherron Metallic Corp., Brooklyn, N. Y.—Application filed for renewal of experimental license for W2XDK.

TENDERED FOR FILING

AM—1270 kc

WMBH Joplin, Mo.—CP change from 1450 kc 250 w unl. to 1270 kc 1 kw-D 500 w-N DA-N.

CP to Reinstate

KYLE Intermountain Bcstg. Co., Alamogordo, N. M.—CP to reinstate CP new AM station 1230 kc 250 w unl.

Assignment of License

WEGO Concord, N. C.—Assignment of license from Wayne M. Nelson to The Concord Tribune.

Modification of CP

WHKC Columbus, Ohio—Mod. CP to make changes in DA-N.

January 4 Decisions . . .

BY THE SECRETARY

WMTR Morristown, N. J.—Granted license for new standard station 1250 kc 500 w D.

WCOS Columbia, S. C.—Granted license covering changes in ground system.

WDEV Waterbury, Vt.—Granted license covering change in hours, install. DA-DN and change name of applicant to Lloyd E. Squier.

WDSU Bcstg. Services Inc., New Orleans, La.—Granted license and CP for new exp. TV relay W5XAI.

KDYL, KDYL-FM Salt Lake City—Granted mod. license and CP to change name to Intermountain Bcstg. and Television Corp. Same for KDYL-TV W7XXG W6XIS KALO.

WCVA Culpeper, Va.—Granted mod. CP for approval of ant., trans. and studio locations, and change type trans.

WOXF Oxford, N. C.—Granted mod. CP for approval of ant. and trans. location, and specify studio location.

WWPA Williamsport, Pa. — Granted mod. CP for approval of ant. and trans. location.

Following were granted mod. CPs for extension of completion dates as shown: WRRN Warren, Ohio, to 6-30-49; WNBQ Chicago, to 7-20-49; KLEE-TV Houston, Tex., to 4-1-49; KTTV Los Angeles, to 6-30-49; WBAL-TV Baltimore, to 3-21-49; KPIX San Francisco, to 3-31-49; WENR-TV Chicago, to 7-31-49.

WHAM Rochester, N. Y.—Granted license install old main trans. for aux.

KSLM Salem, Ore.—Granted CP reinstate CP to make changes in vertical ant. and to change trans. and studio location.

Philco Television Bcstg. Corp., Philadelphia and New York—Granted CP to change frequency of portable-mobile stations to 1360-1380 and 1400-1420 mc; change trans. location, and change emission to A3, A5 and special for FM for W3XPD W3XPE W3XPK W3XPH W10XPA.

KLCN Blytheville, Ark.—Granted CP change trans. location.

KNEX McPherson, Kan. — Granted mod. CP to mount FM ant. on AM tower and change type trans.

Following were granted mod. CPs for extension of completion dates as shown: KEIO Pocatello, Ida., to 1-31-49; KTBS Shreveport, La., to 4-28-49; WAGE Syracuse, N. Y., to 3-6-49; WSUA Bloomington, Ind., to 6-15-49.

KRST-FM Rose Capital and Bcstg. Co., Tyler, Tex.—Granted request to relinquish cond. grant for new FM station.

KXL-FM KXL Bcstrs., Portland, Ore.—Granted request to cancel CP for new FM station.

WDOD Bcstg. Corp., Chattanooga, Tenn.—Granted CP new STL WQHU.

Following were granted mod. CPs for extension of completion dates as shown: KGO-FM San Francisco, to 3-31-49; WLRD Miami Beach, to 2-28-49; WCBC-FM Des Moines, to 12-1-49.

KARV Arizona Radio and Television Inc., Mesa, Ariz.—Granted request for cancellation of standard station license and deletion of call letters KARV.

E. D. Rivers, Area of Valdosta, Ga.—Granted license which authorized reinstatement of CP for new remote pickup WRTM.

WKIM Kittanning, Pa.—Granted license for new standard station 1600 kc 1 kw D.

WLAW Lawrence, Mass. — Granted license changes in DA and to mount FM ant. on No. 2 tower.

KFSB Joplin, Mo.—Granted license new standard station and to change studio location; 1310 kc 1 kw-N 5 kw-LS DA unl.

KSD St. Louis—Granted license increase power, install. new trans. etc.

WGTC-FM Greenville Broadcasting Co., Greenville, N. C.—Granted request to cancel CP and modifications for new FM station.

KGBC Galveston—Granted CP install aux. trans. at present location of main trans.

WCLO Janesville, Wis.—Granted CP install new vertical ant. and mount new FM ant. on AM tower.

WDBO Orlando—Granted mod. CP to make changes in ant.

KMUR Murray, Utah—Granted mod. CP to change type trans.

Following were granted mod. CPs for extension of completion dates as shown: KNOB Long Beach, Calif., to 4-22-49; WFLN-FM Philadelphia, to 3-10-49; KOH Reno, Nev., to 6-30-49.

WHOM Jersey City, N. J.—Granted license install old main trans. for aux.

KELK Elko, Nev.—Granted license new standard station 1340 kc 250 w unl.

KIBH Seward, Alaska—Granted license new standard station and change studio location.

WLON Merrill, Wis.—Granted license new standard station 730 kc 1 kw D.

KCLO Leavenworth, Kan.—Granted license new standard station and change studio location; 1410 kc 500 w D.

WIBX Utica, N. Y.—Granted license change frequency, increase power, etc.

WGST Atlanta, Ga.—Granted mod. license to change name to Board of Regents, University System of Georgia, For and On Behalf of The Georgia Institute of Technology.

WFLB Fayetteville, N. C.—Granted request for cancellation of CP to make changes in vertical ant. and mount FM ant. on AM tower.

WCLT Newark, Ohio—Granted mod. CP change type trans.

Following were granted mod CPs for extension of completion dates as shown: WJMJ-FM Philadelphia, to 7-10-49 on cond. that construction be completed or an interim operation provided by that date; KSDO-FM San Diego, Calif., to 4-13-49; KXYZ-FM Houston, Tex., to 6-15-49; WSLB-FM Ogdensburg, N. Y., to 1-19-49; WCOL-FM Columbus, Ohio, to 4-22-49; WEOL-FM Elyria, Ohio, to 3-16-49; WCBT Roanoke Rapids, N. C., to 3-20-49.

WGBR-FM Goldsboro, N. C.—Granted license for new FM station; Chan. 227 (93.3 mc), ERP 35 kw, antenna height above average terrain 360 ft.

WESC-FM Greenville, S. C.—Same—Chan. 223 (92.5 mc), 12 kw, 360 ft.

WCED-FM DuBois, Pa.—Same—Chan. 271 (102.1 mc), 9.5 kw, 660 ft.

WIST Charlotte, N. C.—Same—Chan. 284 (104.7 mc), 50 kw, 390 ft.

WCTC-FM New Brunswick, N. J.—Same—Chan. 252 (98.3 mc), 1 kw, 110 ft.

KCRC-FM Enid, Okla.—Same—Chan. 274 (102.7 mc), 5.2 kw, 230 ft.

WKST-FM New Castle, Pa.—Same—Chan. 266 (101.1 mc), 3 kw, 340 ft.

WHBC-FM Canton, Ohio — Same — Chan. 231 (94.1 mc), 25 kw, 390 ft.

WSON-FM Henderson, Ky.—Same—Chan. 258 (99.5 mc), 20 kw, 400 ft.

WROL-FM Knoxville, Tenn.—Same—Chan. 247 (97.3 mc), 76 kw, 535 ft.

WDRC-FM Hartford, Conn.—Same—Chan. 229 (93.7 mc), 7 kw, 750 ft.

KSKY-FM Dallas, Tex. — Granted mod. CP for extension of completion date to 3-23-49.

WGAZ Charleston, W. Va.—Same to 3-28-49.

WGL-FM Farnsworth Television & Radio Corp., Fort Wayne, Ind.—Granted request to cancel CP and modification for new FM station.

Following were granted mod. CPs for extension of completion dates as shown: WXHR Boston, to 7-6-49; WSAR-FM Fall River, Mass., to 4-18-49; KFVS-FM Cape Girardeau, Mo., to 3-25-49; WNAC-FM Boston, to 4-1-49; WCFC Beckley, W. Va., to 3-20-49; WKBZ-FM Muskegon, Mich., to 3-15-49; WJJL-FM Niagara Falls, N. Y., to 4-27-49; WCAC Anderson, S. C., to 3-31-49; WDOD-FM Chattanooga, Tenn., to 2-15-49; WPOE Elizabeth, N. J., to 3-1-49.

(Continued on page 85)

MUNDT ADVISES

Increase 'Voice' Outlay

"A MINIMUM" appropriation of $50 million for each of the next six years, covering "Voice of America" shortwave broadcasts and other State Dept. informational activities, was urged by Sen.-Elect Karl E. Mundt (R-S.D.) as a means of averting war, "or worse, the loss of freedom without war."

Addressing the Speech Assn. of America convention Dec. 29 in Washington's Statler Hotel, Sen. Mundt said that while "Voice" activities are absolutely essential and are being done effectively with certain qualifications, the present program is "tremendously inadequate." He recommended the $50 million annual appropriation be split equally between the "Voice" and other overseas activities. Present budget is in the neighborhood of $12 million.

Dr. Victor M. Hunt, acting associate chief, International Broadcasting Division, shared the speaker's platform with Sen. Mundt. He outlined "Voice" aims and objectives abroad, and added that mail response in November alone was testimony to the "Voice's" effectiveness.

'VOA' IMPACT

Other Means Denied U. S.

"VOICE OF AMERICA" programming remains practically the only remaining method for U. S. distribution of news behind the Iron Curtain, George V. Allen, Assistant Secretary of State for public affairs, asserted upon his recent return to the U. S. from Europe. The State Dept. official spent six weeks at the UNESCO Conference in Beirut, Lebanon.

According to Secretary Allen, the use of local radio stations and newspapers, as well as of documentary films, is denied U. S. officers in Russian satellite countries. "But I have encouraging evidence from these officers of the impact of the 'Voice' and its influence on the people," he said. "We are more and more dependent on one source of information, the 'Voice of America'."

Meanwhile U. S. Government monitoring services disclosed that Soviet transmitters on Dec. 29 devoted three language broadcasts—Polish, German and Hungarian—to attacks on the "Voice" for its alleged slander of Soviet unions, the Hungarian employment situation and the "Voice" interpretation of American living standards.

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DENTAL VIDEO

KSTP Covers Operation

TELEVISION entered the field of dentistry last month when delegates to the Minneapolis District Dental Society witnessed operating room procedures via the medium. A closed circuit channel was set up between Fairview Hospital and the Nicollet Hotel by technicians from KSTP-TV Minneapolis-St. Paul.

The image was viewed on receivers in the ballroom of the hotel. RCA-Victor cooperated in the venture by providing some of the equipment.

SIGN 56

For Polish Programs

POLISH Program Service, Passaic, N. J., has signed with 56 stations for programs, according to John Nowak, director.

The firm transcribes programs in Polish from English scripts submitted by the contracting stations. Shows run from 15 to 60 minutes and are sold outright to the station.

WHLI CRUSADE

Phone Increase Fought

WHLI Hempstead (N. Y.) has claimed another victory in its battle with public utilities on Long Island.

Its new triumph, the station said, came when J. Russel Sprague, Nassau County executive, announced his administration would oppose increase in rates sought by the New York Telephone Co. Mr. Sprague's statement, said the station, followed a survey made by Jerry Carr, WHLI's director of news, of the phone rate proposals and the broadcasts of his findings. The broadcasts claimed that phone users would be faced with increases ranging from 13 to 81% instead of a predicted 15%.

Earlier in the year, WHLI attacked the Long Island Railroad with a documentary series, *Operation Snafu*. A second series of documentaries, *The Light That Fails*, dealt with the Long Island Lighting Co.

Programs

EARTHQUAKES, smog control and water supply are among the problems being brought into a weekly *Seminar for Citizens* on KFMV (FM) Los Angeles. Each week a city or county official takes up a different civic problem, telling what the city is doing about correcting it and what citizens in turn can do about it.

Christmas, 1948

AS A special Christmas broadcast WPAM Pottsville, Pa., aired *The Last Great Hope of Earth*, a part of its regular *Tone Portraits* series. The program was based on the return of the star of Bethlehem and the second coming of the Wise Men, this time in the person of foreign ministers of the U. S., Great Britain, and Russia—each bringing gifts of uranium, plutonium and the formula for atomic fission, rather than gold, frankincense, and myrrh. These 20th Century Wise Men sought to return these gifts since mankind could not learn how to live with them. WPAM reports that many listeners who tuned into the broadcast late believed that the Wise Men had truly returned, and swamped the Pottsville telephone company with calls.

ELAINE CARRINGTON, author of *Pepper Young's Family, When a Girl Marries* and *Rosemary*, radio series, transcribed special Christmas greetings to be aired over CBS from WFTL and WGOR-FM Ft. Lauderdale, Fla. Mrs. Carrington makes her winter home in that city. On Dec. 24 from New York she broadcast a "live" greeting on her *Rosemary* program to CBS with special wishes to Ft. Lauderdale. Following this message WFTL aired the transcribed greetings which she had made, to the CBS network. With Mrs. Carrington is Bob Standart (l), general manager of WFTL and WGOR-FM, and Congressman Dwight L. Rogers.

Hello, From Everywhere

UTILIZING the telephone "beep," WAPI Birmingham, Ala., has initiated a new program series. Titled *Hello, America*, program features "live" interviews with famous personalities. Listeners are thus able to hear "personal" messages from all over the U. S. Program is heard every Sunday.

Junior Talent Showcase

SHOWCASE for talented North Jersey young people is object of WNJR Newark's new program, *Let's Be Happy*. Each Sunday at 1:30 p.m. talented youngsters from 5 to 14 will have the opportunity to display their capabilities. Youngsters to appear on the show are chosen from auditions held by WNJR.

Musical America

TWICE a week on his 10:15 to midnight show, Al Rockwell, KRNT Des Moines, airs transcribed telephone recordings with famous stars of the music world. Mr. Rockwell sets up the call dates in advance, and then makes the recordings to be played on his show. Object is to put some "life" into the late-evening disc show which the station recently added.

Inauguration Time

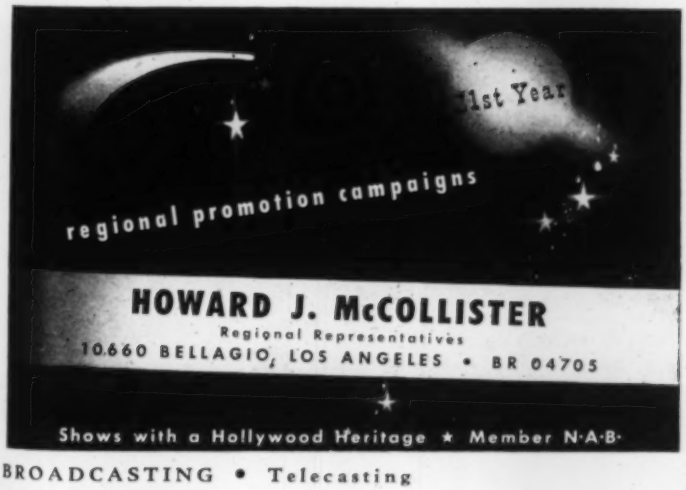
ON Jan. 5, WNLK Norwalk, Conn., carried the inauguration ceremonies of Gov. Chester Bowles in Hartford. Station carried the entire program from swearing in to the Governor's first speech. And in addition the station made tape recordings of the Inaugural Ball that evening and broadcast them the following day.

TODAY (Jan. 10), WWXL Peoria, Ill., broadcast the inauguration ceremonies in which Adlai Stevenson officially takes the gubernatorial chair. Tonight (Jan. 10) the station will present a half-hour broadcast direct from the Inaugural Ball.

'Plan-A-Room'

HOMEMAKERS show, *Plan-A-Room*, began on WGN-TV Chicago, Jan. 4, with Paul R. MacAlister showing televiewers how correct planning of furniture and decoration makes homes attractive and liveable. Mr. MacAlister, design consultant and a member of the American Institute of Decorators, will discuss home-planning problems each Tuesday from 8:30 to 8:45 p.m. CST.

SALE of TV sets in Baltimore, accelerated by Christmas buying, rose to high of 5,589 sets in December 1948. Previous record in city was set in October and November of last year when 4,000 sets per month were sold.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and

TONY MARTIN
Tenement Symphony
Parts 1 & 2
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RCA VICTOR RECORDS

News

BOB BRUNER, former news editor at WSOY Decatur, Ill., and more recently with WISH Indianapolis, has joined WXLW AM and FM Indianapolis, as news director.

JOHN GONELLA has joined WPTR Albany, N. Y., as news director.

STEVE McCORMICK, MBS presidential announcer, has been appointed news editor of WOL, MBS affiliate in Washington.

Mr. McCormick

HARVEY DINKINS, farm service director of WSJS Winston-Salem, N. C., has been appointed a member of North Carolina advisory committee of Farmers Home Administration, agency of United States Department of Agriculture.

JIM GRANER, sportscaster, has joined WJW Cleveland. He handles across-the-board show, *Duquesne Sports Parade*, 10:30-10:45 p.m. each evening.

JOHN THOMPSON, manager of news and public affairs at KNBC San Francisco, is the father of a boy.

DICK SEECH has been appointed farm director of WKRC and WCTS Cincinnati, Ohio. He will be heard Mon.-Sat. from 6 to 9 p.m. on his own program of news and reports to farmers.

KENT STODDARD, formerly with American Samoan government's radio department, has returned to his duties as news editor of WMRN Marion, Ohio.

LEONARD O'CONNOR, conductor of *News on the Spot* on WMAQ-NBC Chicago, is the father of a girl, Mary Margaret.

BAPTISTS

Investigating Giveaways' 'Moral Implications'

TWO GROUPS within the Northern Baptist Convention, which has 1,600,000 members in 33 states, are beginning a joint investigation into the "moral implications" of giveaway shows.

That was made known by Dr. Stanley I. Stuber, chairman of the radio committee of the Northern Baptists, whose organization, with that of Council of Social Progress, headed by Donald B. Cloward, will undertake the inquiry. The Convention has offices in New York City at 152 Madison Ave.

Stressing that the radio committee was acting in the role of a friendly critic "anxious to be as helpful as possible" to the radio and television broadcasting business, Dr. Stuber declared:

"These giveaway programs are not good radio. They are fast lowering the standards of radio and forcing off the air programs of excellent quality."

"What are the giveaway shows doing to our people mentally, morally and spiritually?" he asked. "This investigation intends to find out, and our findings will be forwarded to radio's higher officials."

Probe Planned

Announcement that an investigation would be begun followed a meeting of the radio committee Dec. 20, at which the entire problem of Sunday evening programs was discussed. Two resolutions were then drafted:

1. That the radio industry give more attention on Sunday nights to "good music, creative educational feaures, variety programs which will help develop the basic institutions of American life, including that of religion."

2. That the moral implications of giveaway shows be investigated.

On revamping the Sunday night schedule, the radio committee noted that a shift of top name personalities was going on in the industry, creating internal conflict which justified opening the Sabbath evening shows for reappraisal.

It urged the industry to "try to ease its apparent frenzy over dollars, soap and cigarettes, sponsors and advertising agencies and give America a little peace and quiet in attractive packages on Sunday night, such as concert hours slanted in the direction of those millions of families which will turn on their radio sets again if they can be assured that the investment of time will pay good dividends."

On giveaway shows, committee declarations were that they tended "to create personal antagonisms, family discord, mental disturbances and are an encouragement to the practice of gambling and of expecting something for nothing."

Dr. Stuber said that the joint investigation would include polls of Baptists' viewpoints on radio. The polls would be made through the church's *The Layman's Newsletter*, *Youth Newsletter* and *Women's News Digest*, which have a combined circulation of 40,000, and by direct letters to 7,000 pastors.

CONNECTICUT winner in "Voice of Democracy" contest, Elaine Neagle (l), Waterbury Catholic High School, receives plaque from Patrick J. Goode (r), president of Elm City Broadcasting Corp. (WNHC AM-FM-TV), New Haven. Presentation was part of a special broadcast over Connecticut State Network. Participating in presentation is J. B. Fitzpatrick, vice president of U.S. Junior Chamber of Commerce, a co-sponsor of contest. Connecticut stations cooperating in contest were WNAB Bridgeport, WATR and WBRY Waterbury, WTHT Hartford, WTOR Torrington and WNHC.

N. C. SOLONS

Albright to Cover for FM

R. MAYNE ALBRIGHT, a gubernatorial candidate in the 1948 North Carolina Democratic primaries, has been signed by the Dixie FM Network of 15 stations to broadcast a nightly report on activities of the North Carolina legislature.

His broadcasts are expected to be heard by AM as well as FM listeners, since most of the Dixie FM group members have AM affiliates and are planning to carry the program. Broadcasts will originate from the network's affiliate in Raleigh, WRAL-FM.

NARFD Data

A COMPILATION of historical data and records of the growth of the National Assn. of Radio Farm Directors is under consideration by the organization's historian, Herb Plambeck, WHO Des Moines, a former NARFD president. Under the present plan the work would be divided into two volumes. One would contain organizational history, including minutes on membership rolls, meeting dates, etc. The other volume will have a complete record of RFD newsletters, USDA records, BROADCASTING clippings, pictures, and other material. Wallace Kadderly, new NARFD president, appointed Mr. Plambeck to engineer the project.

LOBBYING

Four Industry Men Register

FOUR MEN affiliated with the radio industry have registered with the 81st Congress under provisions of the Lobbying Act.

Filing reports with the Clerk of the House were Earl H. Gammons, CBS Washington vice president; Don Petty, NAB general counsel; Francis M. (Scoop) Russell, NBC Washington vice president, and A. D. Willard Jr., NAB executive vice president.

Other registrations of interest to the radio industry and their affiliations include: Gael Sullivan, Theatre Owners of America; Jack Bryson, Motion Picture Assn. of America; Orrin A. Burrows, International Brotherhood of Electrical Workers (AFL); Russ Nixon, United Electrical, Radio and Machine Workers of America; Frank Quigley, American Telephone & Telegraph Co., and Geraldine Shandros, American Communications Assn.

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

I am interested in manager for 250 watt AM network affiliated station in southern market of 40,000. Affiliated with newspaper and also has FM operation. State experience, give references and income expected in first letter. Box 609, BROADCASTING.

Medium sized station in large metropolitan city in central states needs general manager, minimum age 30. Box 544, BROADCASTING.

Regional network station in large metropolitan city in central states needs combination station manager - sales manager, minimum age 30. Box 543, BROADCASTING.

Salesmen

Exceptional sales opportunities for experienced radio time salesmen. 10,000 watt station, soon to increase power to 50 kw, offers hard selling (not high-pressure) time salesmen fine future with aggressive, progressive organization. Salary and commission. For appointment for interview, write or wire Joseph R. Fife, Commercial Manager, WPTR, Hotel Ten Eyck, Albany, N. Y.

Sales manager for midwestern regional ABC station in steady conservative market. Salary and commissions should total $6,000 to $12,000 per year depending on individual. Write stating education, sales experience, references and photo. Box 629, BROADCASTING.

Salesman—Opportunity to write two to four thousand monthly at 15%. $400 draw guaranteed for 60 days to experienced mature man minimum age 30, preferably with automobile, in large Michigan market. Box 695, BROADCASTING.

Local salesman for first station in city of 125,000. Network affiliate, fulltime, well established. Salary and commission. Opportunity for advancement to administrative position. Owner has multiple radio interests in Great Lakes area. In answering give sales experience, references and education. Box 628, BROADCASTING.

Experienced time salesman for rich Pacific Coast market. 15% commission on all sales. Single preferred. Box 603, BROADCASTING.

Excellent opportunity for salesman of real ability and highest character offered by network station in important Texas market. Box 571, BROADCASTING.

Mutual station major midwest market needs experienced salesman who can start with considerable business and build income of $700 to $900 dollars. Established station. Send full details, transportation for interview. Box 745, BROADCASTING.

Need Muzak salesman for northwest virgin territory. City of half million. High remuneration for experienced producer. Box 727, BROADCASTING.

Announcers

Announcer—Morning man to wake 'em up. Acute housing calls for single man. Must be experienced in doing record shows, news and participations. 1 kw midwest. Job opens after January 15. Write Box 661, BROADCASTING.

Announcer-engineer combination—Opening for two good announcer-engineers with progressive southern network station. Good working conditions, opportunity for advancement. Want reliable men, send disc and photo to Box 674, BROADCASTING. All letters answered.

Announcer with superior voice and thorough experience needed by network station in beautiful southwestern city. Box 573, BROADCASTING.

Help Wanted (Cont'd)

Announcer-salesman by southwestern CBS affiliate with emphasis on selling. Salary $200 month plus liberal commission and bonus. Car allowance. Don't wire. Tell all in letter and send disc. Harold Welsh, KSIL, Silver City, New Mexico.

If you can build an audience and have a record of proven performance, a good job is available on the announcing staff of station in large Texas city. Box 577, BROADCASTING.

Technical

Chief engineer of proven qualifications and ability to develop loyal and harmonious staff wanted by Texas station. Box 576, BROADCASTING.

Assistant chief engineer wanted in southwestern local. Box 574, BROADCASTING.

Combination engineer-announcer, first class license. Contact John M. Spottswood, Radio Station WKWF, Key West, Florida. Send photo, disc and references.

Combination man with experience to act as chief engineer. Must maintain new 250 watt Collins equipment and announce relief. Single man preferred. $60.00 start. Send photo, disc and reference. KOWB, Laramie, Wyoming.

Texas 250 watter wants transmitter operator of stable character. Box 572, BROADCASTING.

Experienced engineer with best references wanted by network local in pleasant southwestern resort city. Box 570, BROADCASTING.

Engineer with studio experience in operation and construction. WPIK, Alexandria, Virginia.

Production-Programming, others

Program and news writer-announcer wanted. Opportunity to become program director. This growing, expanding newspaper owned station managed by radio men from behind the mike and typewriters of stations in Chicago and Ohio. Gets cold up here but 35,000 neighbors have a comfortable life. Salary and talent fee system that is more than a promise. Married man with versatile ability desired. Housing no problem. Send disc, full length picture and qualifications to KILO, Grand Forks, North Dakota. CBS affiliate, C/O Personnel Director.

Independent 1000 watt AM-FM near Chicago has two openings. News writer-reporter experienced on beats, and continuity writer. Box 669, BROADCASTING.

MBS affiliate program director—Man wanted is probably now working for a fairly successful regional MBS station in a city of 100,000 population or more preferably in the northeast. Write stating age, salary desired, references, reason for wanting to leave present job, experience. The man we want took his present job with his present station when it was mighty low down. He has built it up primarily from the inside by good writing, good music, good personnel and bright ideas. Tell us how you did it when you apply. Box 641, BROADCASTING.

Continuity and script writer who can write copy with selling punch needed by network station in Texas resort city. Box 575, BROADCASTING.

News director: Take complete charge of livewire newsroom, placing heavy emphasis on local news. Must be top-flight newscaster with pleasing air personality, thoroughly experienced in compiling and editing local wire news. 5,000 watt midwestern network affiliate. Give full particulars about yourself, attach small photo, and include previous experience and salary expected. Confidential. Box 736, BROADCASTING.

Help Wanted (Cont'd)

Male writer—Capable of good solid commercials, music shows, some dramatic knowhow. Needed immediately by midwest clear channel. Good starting salary right man. Send samples, vital statistics, photo, references first letter. Box 705, BROADCASTING.

Buffalo agency has opening for agricultural copywriter with farm radio, farm magazine or county agent background preferred. Send complete experience, references, salary expected and your photograph to Box 724, BROADCASTING.

Situations Wanted

Managerial

Sports director, with nine years play-by-play in major sports, commercial news, and wide program production background desirous of combination program-sports managership. Family. Available January 15. Box 676, BROADCASTING.

Wanted—Position as PD in medium size station, or as manager in smaller operation. Twelve years experience. Age 38. Very acceptable news delivery. West only. Box 665, BROADCASTING.

Experienced manager can give your station a solid, businesslike administration and direct program policy that will increase audience. Proven ability. Won't return sensational results, but will give you real dollars instead of phoney book profits. Box 645, BROADCASTING.

Manager—Successful fifteen year network affiliate record. Thoroughly experienced all departments. Best references. Can be available on short notice. Box 577a, BROADCASTING.

General manager available, sober, family man. Fifteen years experience construction and operation. Top record, references. South only. Box 72, BROADCASTING.

Successful manager desires change in January. Civic minded, local programming a speciality, announces, outstanding sales and profit record. Radio since 1935. College graduate, 28. Sports and hillbilly station preferred. Box 346, BROADCASTING.

Manager: 15 years experience in all phases of radio. Now general manager and sales manager of money making midwestern station. Audience building programs and station promotion a specialty. Change desired strictly personal. Excellent references. Available on sufficient notice. Box 739, BROADCASTING.

Manager, 16 years experience, available soon to build and open new station. Have opened two since the war. Both made money in competitive markets. Know independent and net operation also FM. Will consider going station in good market. Box 699, BROADCASTING.

Combination manager and PD for independent or network operation. Box 702, BROADCASTING.

General manager, 30 days notice. Available for medium size independent, preferably in the red. Old enough to know promotion, and young enough to be able to work at it. Box 744, BROADCASTING.

Sales manager. Eight years outstanding station and agency experience, both independent and network affiliates. Unequalled records in country's toughest markets. 250 to 50,000 watt stations. No pressure artist, just a worker. Devoted family man, no drinking. Best references. Not interested in impossible dream-child, but if your operation is sound, I'll show you the best record you've ever had. Box 742, BROADCASTING.

Experienced, capable promotion manager on 5 kilowatt station wants to make change for improvement. Prefer radio sales. Employer will furnish confidential references. Box 715, BROADCASTING.

Combination manager - sales manager available February 15. Fourteen years experience, 5 as manager-sales manager, 3 as program director, 6 as announcer, straight play-by-play baseball and football and commentary. Prefer small or medium station in south, Gulf Coast or California. Minimum $6000 on any combination mentioned abilities. Excellent trade references. Box 721, BROADCASTING.

Salesmen

Salesman. Experienced radio man now in management position will accept sales job with AM or FM station holding TV CP. Box 700, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Capable announcer, experienced all phases. John Dalton, 4953 Whipple St., Chicago, Illinois. Phone Irving 8-7762.

Announcer—3 years experience. Married. Age, 25. Will travel. Can do all types of announcing. Pleasing voice. Box 694, BROADCASTING.

Announcer, young, married veteran. Thoroughly trained commercials, newscasting, disc shows. Good voice. Will travel. Disc on request. Box 690, BROADCASTING.

Announcer — Young man, unmarried, graduate leading announcing school, some experience. Disc available, audition personally in New England. Box 688, BROADCASTING.

Announcer desires permanent position. Two years' experience. Bob Stanley, 4838 Sacramento, Chicago 25, Illinois. Phone Juniper 8-5744.

Announcer, 22, single, veteran. One year experience 1000 watt midwestern station, college, operate console. References. Prefer west or midwest. Box 689, BROADCASTING.

Experienced announcer, married, wants position in progressive station. Box 696, BROADCASTING.

Staff announcer. Veteran, single, university educated. Thoroughly trained at leading radio school Radio City, N. Y. Will travel. Disc available. Box 692, BROADCASTING.

Announcer, veteran, college graduate, also graduate leading radio school. Radio City. Single, will travel. Disc on request. Box 693, BROADCASTING.

Experienced staff announcer. Disc tells all. Emphasis on commercial copy. Minimum sixty dollars plus talent. Box 672, BROADCASTING.

Staff announcer—Young, single, veteran. Attended college and top flight New York radio school. New England preferred. Short on experience, long on ambition. Box 660, BROADCASTING.

Announcer—ambitious? Got it. Experience? Want it. Job? I'll take it. Married veteran, recent graduate radio school. Will travel. Disc and photo. Box 658, BROADCASTING.

Announcer, with five years experience all phases of Chicago radio. Desires change. Box 653, BROADCASTING.

Attention West Coast. Play-by-play sports announcer desires affiliation near home in California. Experienced in all phases announcing, control operation. Presently employed, available for personal audition, interview, during leave of absence in February. Box 664, BROADCASTING.

Stability plus ability equal performance of announcer, thoroughly experienced in news, special events, salable platter shows, sportscasts. Languages, music, education, programming, plus know how production. Available now. Call or write Herb Gottschalk, 5034 Woodlawn Ave., Chicago 15, Atlantic 5-0516.

Announcer, 28, graduate leading radio school, Radio City. Single, will travel. Disc on request. Box 556, BROADCASTING.

Good newscaster—Available on fortnight's notice. 32, single, sober, presentable, experienced newsman seeks New England job. Disc, photograph and good unsolicited references gladly furnished. Box 599, BROADCASTING.

Young girl, graduate School of Radio Technique, wants permanent position as narrator, disc jockey, children's narrator or traffic manager. Box 655, BROADCASTING.

Sportscaster. Fully experienced all play-by-play, baseball, football, basketball, etc. Employed large metropolitan center with top following. Produce, direct sports shows. Available for 1949 baseball season. Base pay, talent discussed. High personal, professional references. Box 719, BROADCASTING.

Combination announcer-engineer, accent on announcing. First class phone, BEE Degree. Experience, three years' announcing, six months' operating. Specialties, sports, disc jockey work. Young, single. Will travel, but prefer midwest. Disc, photo on request. Box 743, BROADCASTING.

Situations Wanted (Cont'd)

I want an opportunity. Versatile announcer, expert newsman, popular and classical music, theatrical background. College graduate. Veteran. Disc on request. Box 725, BROADCASTING.

Sportscaster — Wants station handling professional baseball play-by-play. Single. College degree. Available on notice or in Spring. Box 712, BROADCASTING.

Announcer, news editor, fully experienced. Versatile, solid, intelligent re-write. Seeking permanency. Hank Williams, 3128 Eastwood Ave., Chicago, Irving 8-1681.

Announcer-salesman-producer desires parking space anywhere. Experienced, veteran, college graduate, married. Age 27. Barney Fields, 5855 Irvine Ave., North Hollywood, California.

Announcer, young, single veteran. Experienced. Prefer midwest, but will travel. Photo and disc. Box 747, BROADCASTING.

Experienced announcer. Young, single, vet. Dee-jay, board work, news and sports. Some play-by-play. Midwest preferred. Box 746, BROADCASTING.

Experienced announcer would like position in progressive network station. Northwest preferably. Twenty-one years old. Excellent references. Box 706, BROADCASTING.

Desire staff announcing position with progressive station. Thoroughly trained. Newscasting, commercials, disc shows. Will travel for opportunity. Disc on request. Box 733, BROADCASTING.

Announcer. Ambitious, versatile, reliable. Veteran. Experienced in reading commercials, newscasting, disc shows. Will travel. Disc on request. Box 732, BROADCASTING.

Sports announcer. Nine years play-by-play. Topflight sportscast. Box 729, BROADCASTING.

Experienced announcer, single, good worker, wants position southern station. Box 707, BROADCASTING.

Reliable and experienced announcer with emphasis on play-by-play. College graduate and not a wanderer. Box 701, BROADCASTING.

Popular disc jockey seeking morning spot with big city station that wants to cash in on early, slow moving time. Box 713, BROADCASTING.

Experienced announcer wants position in small progressive station. Single. Box 703, BROADCASTING.

Two announcers anxious to prove ability with small station. Professionally trained. AFRS experience. Same station desired, but not required, work well as writer-announcer team. Box 704, BROADCASTING.

Announcer — 25, single, experienced, capable all-round man. Good news voice. Available immediately. Box 709, BROADCASTING.

Announcer, 28, married, college graduate. Former communications officer. 3 years experience as program director, chief announcer. Accept announcing position with progressive station in midwest or midsouth. Box 708, BROADCASTING.

Announcer — Experienced, capable newscaster, disc jockey, operates console. Will audition within 200 mile radius. But will consider all other offers. William Hunt, 2715 W. Division St., Chicago, Illinois.

Technical

Operator, first, license, four years with broadcast transmitters. Want transmitter job. Location not important. Age 30. Single. Available two weeks notice. Lewis Sherlock, Box 1161, Plainview, Texas.

Experienced radio engineer desires position with educational station. Can assume full responsibility, also interested in teaching and learning. Excellent references. Write Box 673, BROADCASTING.

First phone, one year with small station. Variety of experience. Good reference. Desire position to pursue qualifications. Box 691, BROADCASTING.

Engineer, first class, experienced four years all phases except video, three years 5 kw, desires job opportunity. Single, without car, customary notice. Box 649, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—First phone, graduate college and radio school. Available immediately. Married. R. L. VanSickle, 4529 Zenith Ave. S., Minneapolis, Minnesota.

Technician, first phone. No broadcast experience but 10 years ham radio and radio service. Prefer warm climate. Lloyd Conway, 2887 W. 15 St., Los Angeles, California.

Combination—First phone, versatile announcer experienced all phases broadcast, active amateur, good technician. Presently employed CBS affiliate. Box 644, BROADCASTING.

Engineer desires transmitter operating job, no bad habits. Experienced, reliable. Box 457, BROADCASTING.

Engineer. First phone, second telegraph. Active ham, graduate top technical schools, three years shipboard experience, six months television servicing. Car, desires position in broadcasting. Minimum $50.00. Box 734, BROADCASTING.

Radio engineer available immediately. BEE Degree, experienced in broadcasting, WHF technique, FCC practice. Qualified to construct and maintain facilities, including DA adjustments and proof. R. E. Patterson, 720 Chestnut Avenue, Falls Church, Virginia.

Engineer, 1st phone, 3 years at 1000 watt transmitter. Experienced in maintenance and repair of all equipment. Married, have car, prefer south. D. M. Hughes, Jorgensen Courts, Weslaco, Texas.

Engineer, first phone, 29, 2½ years college, CREI broadcast course, nearly two years AM-FM development engineering with broadcast equipment manufacturer, ten in radio, three months station experience. Texas-Chicago area preferred. Box 711, BROADCASTING.

Production-Programming, others

If your station is an independent in a major market and you're tired of low Hoopers, I know how to build and promote programs that will send your Hooper up. A radio veteran of ten years. Definitely available as program director. Box 646, BROADCASTING.

Experienced stage and radio director seeks position as TV studio director or floor manager. Write Box 659, BROADCASTING.

Production man, music, six years radio. Choral director, arranger, program planning. Box 671, BROADCASTING.

Program director-producer available. Highly experienced. 5 years independent station. Past 4 years 3 to 5 weekly network comm. variety shows. Radio, TV stations and adv. agencies please write Box 687, BROADCASTING.

Program director, now employed program director 1 kw. Experienced programming rural and metropolitan. Am a driver for Class A production. Have built two new stations. Box 718, BROADCASTING.

After twenty odd years in the radio-motion picture producing and TV business, wooed and won away from work by an eastern advertising agency. The pace is too slow, can't get into the agency routine. Want to get out of the plush lined office of a VP in charge of television and radio and get to work. Bull sessions, two hours for lunch, three afternoons of golf weekly are out. If your price is right, can and will deliver the top grade of know-how and work to make your TV, AM and FM operations pay off. Married with family. College graduate, present emphasis on TV. Doing two shows weekly, produced and directed four motion films in 1948. Details and interview at your convenience. Box 726, BROADCASTING.

Copywriter and announcer with experience. Of excellent business background. Box 735, BROADCASTING.

Woman copywriter now employed seeks position in or near Washington, D. C. Home economist, music and announcing training, handles traffic. Some air work desired. Disc on request. Box 728, BROADCASTING.

Newsman wants to locate southwest. Associated Press radio experience. Missouri University graduate. Box 730, BROADCASTING.

Assistant program director-announcer, seeks change to permanent position. Three years experience. References, disc, interview. Box 731, BROADCASTING.

Situations Wanted (Cont'd)

Farm director: 15 years in radio, now employed. Experienced in dealing with farm audiences. Have made specialty of farm programming and promotion. Familiar with markets, general farm information, know how to promote station with rural audience. Experience gained in one of midwest's greatest farm stations. Available on proper notice. Box 738, BROADCASTING.

News editor, commentator, public relations. Distinctive voice. High Hooper rating. Newspaper background. 7 years radio, 250 to 50,000 watts. Will prove asset to any station appreciating proper news coverage and presentation. Box 714, BROADCASTING.

Program director. Now program director AM, FM, TV independent in 25 station market. AM Hooper beats one network outlet and exceeds all other independents added together, administrative experience. Married, near thirty, journalism graduate. Any market considered. Would invest. Box 716, BROADCASTING.

Radio personality that has attracted large followings in the midwest and east. This personality has been endorsed by famous names in network radio. Full data and disc will be sent upon request. 3 years experience. Box 710, BROADCASTING.

Program director available February 1. 14 years in radio, seven as PD, net and independent, capable directing and doubling announcing, traffic, continuity, promotion. 6 years play-by-play and wire baseball, football, commentary. Speciality, creating saleable low cost shows. Know how to work with and get results program staff. $100 weekly. Minimum plus talent. Box 722, BROADCASTING.

Idea woman for women's, children's, educational shows, will consider combo with continuity. Student of radio school and advertising. 15 years teaching and personnel experience, 6 months women's editor. Outline job, state salary first letter. Lena Wing, Marienthal, Kansas.

For Sale

Equipment

New latest model FM transmitter 10 kw complete with frequency and modulation monitor plus 6 bay antenna. 500 ft. of 3⅛ coaxial line with fitting. One Truscon 380 ft. tower. Write Chief Engineer, WMAW, 723 N. 3rd St., Milwaukee, Wisconsin.

250 watt Temco transmitter, model 250 GSC, modified by Kluge Radio Co. Two years old, in excellent operating condition, $1200. Write Radio Station KAMD, Camden, Arkansas.

Complete FM 250 watt mobile transmitter installation, can be used as test unit or permanent installation. REL equipment, 250 watt 549-DL transmitter, 642 turnstile antenna with 40 foot telescoping dural pole, 648 six volt receivers, 643 R pre-emphasis unit. Also 3kw gasoline power plant, spare tubes, etc. Equipment now installed in 1947 Ford truck, large aluminum van body. All like new. Truck run less than 2000 miles. Box 675, BROADCASTING.

Western Electric, 443-A-1, 1 kw transmitter now available. Good condition. Spare power transformer. Direct inquiries to Albert Johnson, KOY, Phoenix, Arizona.

For sale: One General Radio 731B broadcast modulation monitor perfect condition $150. One General Radio 608A, audio oscillator $150. WHEC, Rochester, N. Y.

1000 watt transmitter, RCA type 1K. In excellent condition and perfect in appearance. Includes two sets of tubes, an assortment of spare parts and a separate cabinet rack for monitors. Price reasonable. Will arrange for crating and shipping. Write or phone Talbott, KROD, El Paso, Texas.

New Presto 6N recorder in 1B case with slightly used 87B amplifier. Both for $650. 713 Cascade Bldg., Portland, Oregon.

For Sale (Cont'd)

FM antenna, 6-ring Collins type 37M. Factory assembled, complete with deicing heaters and clamps to mount of Lingo pole. $1500, FOB, Peoria, Illinois. WIRL.

Sola 2 KVA, 115V voltage regulator. First $130.00 buys. Wm. E. Garrison, WFBC, Greenville, S. C.

New radio music corporation transcription console. Complaint excluding speaker. Details on request. Contact Q. Cumeralto, Chief Engineer, WRZE, York, Pennsylvania.

Two Western Electric type 109B reproducer groups complete, spare 9A reproducer included. Excellent condition, $350.00. Rocky Mountain Radio Council, 21 East 18th Avenue, Denver 2, Colorado.

For sale. One used Gates dynamote remote amplifier complete with AC power supply and battery case. Good condition, never given trouble. $125.00. L. A. Lawson, Chief Engineer, KATE, Albert Lea, Minnesota.

Presto recorder, 16X, excellent condition. Make offer. Amperite mike, stand, included. Mr. Blegen, 4756 W. Washington Blvd., Chicago.

FM transmitter 250W RCA type BT-250A. In excellent condition and perfect in appearance. Used only seven months. WPIX, Alexandria, Virginia.

4 Gates CBIO transcription tables, excellent condition, $450 each. 1 Stephens tru-sonic speaker (new) P52FR & cabinet 52U, $80; 1 Magnecord SOIC wire recorder, 40 spools hi-fidelity wire and high speed rewind $1000; 1 50W Universal recording amp (flat, medium and NAB characteristics) $150; 1 50W Langevin recording amp model 101A in 24" rack (flat and NAB characteristics) $150; 1 6 ft. enclosed rack containing 4 Langevin line amps, model 102A, 2 power supplies, 2 jack fields, 2 5" Weston VU meters model 862, entire rack completely wired $500. Universal Recording Corp., 20 N. Wacker Drive, Chicago, Illinois.

Wanted to Buy

Wanted to buy—FM receivers for automobile use. Ted Williams, WRSW, Warsaw, Indiana.

Wanted: A complete RCA recording attachment, type 72-D or 72-DX complete with heater and compensator, mounting kit, filter and filter equalizer, amplifier and meter or a complete single Presto recording unit. George F. Meyer, WIGM, Medford, Wisconsin.

Wanted—250 watt network station in the east. Box 737, BROADCASTING.

Help Wanted

Salesmen

$8,000 REWARD

For The Right Man

If you are between 30 and 45, own an auto and are willing to travel Virginia, North and South Carolina there's a position opening about January 15 with leading transcription program producer. Prefer man with radio time sales experience. Exclusive representation required. Expenses advanced against liberal commission. Executive will train you in territory. Send references, experience and photo to BOX 682, BROADCASTING.

WANTED

Independent free lance transcription salesman now personally covering Canadian stations, advertisers and agencies, who is in a position to actively represent two of the fastest selling syndicated features in the industry. Will be given protected territorial arrangement on a straight commission basis.

Box 697, BROADCASTING

(Continued on next page)

Help Wanted (Cont'd)

Production-Programming, others

WANTED!

Continuity writer—woman. Mike experience. Must have commercial approach in writing and voice. All particulars—references first letter. Photo.

Reply

Robert W. Dumm, Mgr.

KNOE-NBC

Monroe, La.

5000 watts in 1949

WANTED IMMEDIATELY
STUDIO-EXPERIENCED
TV PRODUCTION
PERSONNEL

As instructors in the nation's foremost TV production school (TWIN CITY TELEVISION LAB, a division of Beck Studios, Inc., Minneapolis, applicant also for a commercial TV station in Minneapolis-St. Paul area) Mr. Joseph H. Beck, Exec. Dir. of Beck Studios, will be available for interviews at the COMMODORE HOTEL in New York from Jan. 10 thru Jan. 14.

Excellent Opportunity for Qualified Applicants

Situation Wanted

Managerial

Experienced station executive with highly successful record is interested in acquiring ownership or ownership-interest with established network affiliated station. Willing to consider management with contingent provision for acquisition of interest based on performance record.

Box 740, BROADCASTING

Announcers

TEAM

Any type announcing, writing production. Married vets, 23 and 25. Desire permanent location in progressive station. Start the New Year right with this sure fire combination.

BOX 741, BROADCASTING

Production-Programming, others

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL
OF RADIO AND TELEVISION
8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

Situations Wanted (Cont'd)

Technical

Qualified Engineer
wants
Chief Engineer's Job
on
Station in Southwest
Box 717, Broadcasting

Schools

NATIONAL ACADEMY OF BROADCASTING, INC. — NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

Employment Service

O-P-E-N-I-N-G-S N-O-W!
(3 leading Markets!)
Managers (to $17,500); sales managers! Engineers, technicians (broadcast-TV). Anncr-deejays-copy chiefs.
Don't delay! CONTACT—TODAY!
R.R.R.—RADIO-TV EMPLOYMENT BUREAU
Box 413, Philadelphia 5, Pa.

Wanted to Buy

WANTED TO BUY AND SELL
RADIO STATIONS
Prompt service. Information held in strictest confidence. We are experienced in every detail. Apply
BOX 720, BROADCASTING

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

802 VOTE

Petrillo Intervention Asked

THE DEFEATED faction in the recent elections in New York Local 802 of the American Federation of Musicians last week asked AFM President James C. Petrillo to rule the results null and void, permitting a new election.

Al Manuti, leader of the Unity-Coalition Party of 802, who failed of election by 89 votes to incumbent president Richard McCann, said the appeal was decided upon instead of an immediate resort to court action [BROADCASTING, Jan. 3] because union rules required all union remedies be exhausted before start of any suits.

In the appeal, Unity-Coalition asked that if either Mr. Petrillo or the AFM national board does not nullify the election that the losers be permitted to start a court test of the validity of the balloting.

The presidential appeal was the second big step taken by the defeated faction to overthrow the close victory of the administration blue ticket.

The first step was a hearing before the Honest Ballot Assn., which conducted the election. Unity claimed that many of the Honest Ballot Assn's 82 voting machines used by the 10,700 balloters were not adjusted to perform in accordance with union rules.

Union rules, it was argued, require that there be no partial voting for the nine executive board members and that such partial votes be nullified. Although it was conceded some machines did not reject partial votes, the Honest Ballot Association rejected the Unity appeal, ruling that the election result was not substantially affected.

N.Y. PHILHARMONIC

Mitropoulos, Stokowski Slated

PODIUM of the New York Philharmonic Symphony for the 1949 season will be shared by Dmitri Mitropoulos and Leopold Stokowski, CBS announced last week.

The initial broadcast of the season on Sunday, Oct. 16, three days after the orchestra's opening subscription concert, will mark the 20th consecutive year the Carnegie Hall concerts will be carried on CBS. The 3-4:30 p.m. time period remains the same.

William C. Beach

WILLIAM C. BEACH, 55, an engineer at New York's Bell Telephone Labs, died suddenly on Thursday, Dec. 30, shortly after boarding a train for his Bloomfield, New Jersey, home. Surviving are his wife, Mrs. Margaret T. Beach; two sons, Glen L. of Bloomfield and Robert C. Beach of Chicago; a daughter, Mrs. Frank Catogni of Bloomfield, and two grandchildren.

For Sale

RADIO SURPLUS SALE

1 Philco 271C crystal duplicator and audio frequency meter, range 0-500, 0-5000 and 0-50,000	$40.00
1 RCA 154 audio oscillator with rack mounting panel	$100.00
1 BC-1016 tape recorder (new)	$35.00
1 TG10J Keyer (new)	$25.00
1 RAK 7 Navy long wave receiver with power supply and spare parts kit (new)	$60.00
1 Radio Lab limiter speech amplifier and telephone mixer system	$30.00
1 Radio Lab dual channel speech scrambler	$75.00
1 Temco 250GSC 500 watt R. F. band switching amplifier 2-18 M.C.	$75.00
1 Ditto speech amplifier and 200 watt modulator	$50.00
1 Ditto 1500 volt, 500 M.A. power supply	$175.00
1 Collins ART-13 transmitter	$75.00
1 Collins SCR522 VHF transceiver (as is)	$15.00
3 72" par metal cabinets each	$25.00
1 SP220 super pro receiver; 1 Jensen concert master cynamic speaker & cabinet	$100.00
1 Millen VHF829 amplifier (new)	$25.00
4 WE AR4-233A transceivers VHF each	$20.00
1 RCA AVT-112A aircraft 2500-6500 KC. New with tubes and manual	$20.00
1 Model 12222 RCA amplifier	$25.00
1 Super-pro Ham. B. C. 1004 receiver with power supply, rack panel mounting	$150.00
1 Collins A. R. T. ±13 transmitter with built-in amplifier for crystal microphone	$80.00
1 RCA microphone preamplifier model M. I. 218A	$10.00
1 Weston model 772 analyzer 20,000 & 1,000 ohms per volt	$25.00
1 radio receiver B.C. 453	$7.50
2 Kenyon model KALL line to line transformers each	$5.00
2 I.R.C. ladder type attenuators, type A 21 L. 250 ohms each	$5.00
1 K.W. transmitter & power supply (incomplete)	$200.00
1 power supply for 813 transmitter	$50.00
1 Delta 9" drill with motor	$50.00
1 Jensen C.R.J. 51 speaker and cabinet	$50.00
1 Dumont electronic switch (new)	$50.00
1 Dumont 5" scope	$75.00
1 162-C RCA chanalyst	$100.00
1 Sprague condenser resistor checker	$25.00
1 BC-1075 150-210 mc frequency meter, power supply and multi-vibrators	$25.00
1 RCA driver transformer 845's to 891's	$25.00
1 UTC 1½ KW class "B" 4000 ohm plate to 3500 ohm R.F.	$100.00
1 General Radio 601-A standard signal generator	$200.00
1 RCA class "B" 8800 ohm plates to 3500 ohm R.F. (400 watt)	$50.00
200 lbs. ±6 hard drawn bare copper @ per lb.	$ .40
1 Lapp gas condenser 35,000 volt 375 to 1500 mmfd.	$100.00
1 composite 1000 watt FM transmitter complete. Will meet FCC broadcast requirements. Freq. range 30 to 150 M.C.	$2500.00

BOX 698, BROADCASTING

COMPETITION

TV Inroads Seen By Philco Head

JOHN BALLANTYNE, chairman of the board of directors of Philco Corp., said last week that aural radio output in 1949 would be "substantially under the 16 million-set level of 1948" due to the inroads of television.

"In the entire history of communications, there is nothing to compare with the rapid growth and spread of television in the past two years," Mr. Ballantyne pointed out.

"And 1949 points to further rapid growth. The sale of television receivers, investments in television broadcasting stations, expenditures for television relaying and the cost of programs will add up to nearly a billion dollars.

"Television receiver output in 1948 amounted to more than 800,000 sets with a retail value approaching $300 million. During 1949 we expect that the industry will produce and sell between 1.5 million and 2 million sets, the exact number depending on the availability of cathode ray picture tubes.

"There are now about 1 million television receivers in use in 34 states—over 85,000 sets in the Philadelphia area, which ranks second among America's television cities. About 90% of all these receivers are installed in homes.

"The television audience quadrupled in 1948 and will be more than doubled again in 1949 largely because of improvements in the quality and variety of television programs, and the spread of television broadcasting. Now there are about 50 stations on the air in 30 cities. It seems likely that the number of stations will be doubled in 1949, with service extended to some 60 major market areas of the United States.

"Radio broadcasting will continue to be an important source of entertainment and information for many years to come. To enjoy television programs, the viewer must devote his entire attention to the set. Thus audiences are limited to those who concentrate on the video screen.

"Television will present its most serious competition to radio, the movies, reading and other forms of entertainment during leisure hours in the evening.

"More than half of the population of this country is not even within reach of television broadcasting. Many millions of people in smaller towns or rural areas will be out of television range for several years. Furthermore, building and operating a television station takes a large investment.

"In radio broadcasting, there is a noticeable trend toward FM because it represents noise-free reception of high quality. There are now more than 700 FM broadcasters on the air, and additional FM stations are starting operation each week."

PHILCO CORP.

Balderston Gives Report

WILLIAM BALDERSTON, president of Philco Corp., Philadelphia, expects that many new production, sales and employment records will be established by the television-radio industry this year.

Mr. Balderston, presidential successor to John Ballantyne (now board chairman), forecast: "With all phases of television growing rapidly in size and scope . . . we are planning . . . a substantial program of plant expansion, amounting to about $5 million for the year.

"The major part . . . will be aimed at increasing our output of television receivers more than threefold, from under 200,000 sets in 1948 to a total of about 600,000 in 1949.

"One phase of this expansion includes an addition to our cathode ray and receiving tube manufacturing plant which supplies part of our television tube requirements. We are also planning to enlarge our plants at Watsontown, Pa., where we produce cabinets for television and radio receivers. . . .

"Another important step we are taking is to provide facilities for manufacturing television sets at Sandusky, Ohio, where we already have an auto radio plant. . . ."

Profitable Eastern Radio Station

Well operated, well established—this property has earnings that justify the sales price of $125,000.00. The station also has one of the best potentials in eastern radio. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

DALLAS
Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
Russ Bldg.
Exbrook 2-5672

Allied Arts

CLARENCE C. WALKER, general manager of construction materials department, General Electric Co., Schenectady, N. Y., appointed a vice president of firm. Also assuming this title is RALPH M. DARRIN, former general manager of apparatus department's central stations division, who becomes a commercial vice president. He will supervise customer-relations work in New England.

EDWARD P. ATCHERLEY has been named Northwest division manager of renewal tube sales for Sylvania Electric Products Inc., New York. Mr. Atcherley will head sales of renewal radio and video tubes, test equipment and electronic products to Sylvania distributors in Montana, Idaho, Oregon and Washington. He will headquarter at 941 White Henry Stuart Bldg., Seattle.

Mr. Atcherley

A. J. FISCHER has been appointed manager of Dayton, Ohio, branch of Graybar Electric Co., Cincinnati. He has been with company for 21 years.

HAROLD F. SMIDDY has been elected a vice president of General Electric Co., Bloomfield, N. J. He continues as general manager of company's air conditioning and chemical departments. Company also announced appointment of GEORGE F. LEVINE as assistant to manager of sales of Specialty Division of GE's Electronics Dept. at Syracuse, N. Y.

Mr. Smiddy

FRANK A. D. ANDREA, president of Andrea Radio Corp., Long Island City, N. Y., has been chosen by Lyle K. Engel Publications to receive the "1948 Award of Achievement" for his contribution to radio and television.

SAM INSULL Jr. has been appointed to head new Stewart-Warner Electric Division of Stewart-Warner Corp., Chicago. New division will handle radio and television set production and distribution. EDWARD L. TAYLOR has been appointed general sales manager of Stewart-Warner Electric.

HARRY E. HAMMER, special representative of Assn. of American Railroads, Washington, has been appointed manager of Press and Radio Service of the organization.

JOHN S. GARCEAU has been appointed to executive staff of York Corp., York, Pa. He will handle new post as director of advertising and sales promotion.

CONNIE MACK, "the grand old man of baseball," celebrated his 86th birthday on Dec. 23, and made a guest appearance that night on the *Sports Scrapbook* show on WPTZ (TV) Philadelphia.

HOOVER COMMISSION

60-Day Extension Given

THE LIFE of the Hoover Commission was extended Dec. 31 for 60 days as one of the final acts of the 80th Congress.

This Commission, which carries the full title of Commission on Organization of the Executive Branch of the Government, is conducting a survey of FCC operations as part of its program.

Named C&P Counsel

JOHN T. QUISENBERRY, American Telephone & Telegraph Co. attorney, who has represented the company in most of its recent appearances before FCC on television, FM and other matters, has been named general counsel of the Chesapeake & Potomac Telephone Companies. He succeeds Ralph A. Van Orsdel, C&P vice president and general counsel, who is retiring. The appointment was effective Jan. 1. The C&P companies are located in Virginia, Maryland, West Virginia, and District of Columbia.

LEVER Bros., Cambridge, Mass., through Ruthrauff & Ryan, New York, is sponsoring $50,000 letter-writing contest to promote large or bath size Lever products. All five network programs sponsored by company to promote contest, first prize for which is $10,000 all-expense, 101 day trip around the world.

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION

Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

WNAX
YANKTON – SIOUX CITY
OUR 26 YEARS DEVOTED TO WINNING LOYAL LISTENERS
PLUS
CONSTANT ATTENTION TO THE RADIO PREFERENCES AND BUYING HABITS OF OUR BIG MARKET MAKES YOUR ADVERTISING PAY ON WNAX
Represented by THE KATZ AGENCY
570 KC
5000
WATTS
AFFILIATED
ABC

In HOUSTON, the ears of TEXANS are upon
KTRH
. . . nationally represented for 15 years by
JOHN BLAIR & COMPANY
Offices in Chicago • New York • Detroit
St. Louis • Los Angeles • San Francisco

Promotion

HEAVENLY might be the theme of WBBM Chicago's latest promotion piece, "The Halo That Fit Too Tight." The little booklet introduces its vice president-in-charge-of-public-service, a smug little man wearing five shiny halos—for winning five awards in the public service field. Copy goes on to tell about the howl set up by "Mr. Programs, Mr. Production, Mr. Talent and Mr. Sales," who feel that without their help Mr. Public Service would never have had his 21 carat halos. Finally Mr. Management comes in to say that everyone helped to win the awards, it was their cooperative showmanship that counted. And when Mr. Public Interest, whose halos were getting tight, realized that it's all for one and one for all in show business, his halos settled down to their proper and deserving fit.

78 Christmas Presents

CHRISTMAS presents—78 Philco AM radios—were presented to Portland, Me.'s 39 elementary and grammar schools by WCSH Portland. The radios were given for use in connection with the city's program of visual-audio education, and will be used to bring newscast, classical music and presidential speeches into the classrooms.

WDUZ Newspaper

GREEN BAY, Wis., is served by an evening newspaper, and therefore many people who like something with their morning coffee besides doughnuts feel sadly neglected. To make these people happy, WDUZ Green Bay is printing its "Bulletins from the Morning News," a little sheet that carries the big doings of the nation, the state, city and sports world, together with the weather forecast. WDUZ distributes the paper to restaurants and drug stores.

Little Songs About Big Things

WNEW New York, has just issued a special press information book dealing with its "Little Songs About UN." The kit contains feature stories about the UN "jingles," background material, news stories, and by-line pieces by Gilbert Seldes, Ted Cott, Lou Singer (composer of the songs) and Hy Zaret (who wrote the lyrics), as well as a recording of the songs. Book is being distributed to radio editors and trade papers in the WNEW area and to a group of public figures.

Farm Reporters

A STAFF of 30 "Farm Reporters" has been organized by Charley Stookey, farm editor for KXOK St. Louis. Mr. Stookey, who conducts an early morning farm service program, *Town and Country* (6-7:30 a.m., Mon.-Sat.), has named correspondents in 30 counties, 15 in Missouri and 15 in Illinois, all within a 50 mile radius of St. Louis. The "Reporters" have been furnished with identification cards and self-addressed postcards on which they furnish the news of their particular county. All correspondents have been invited to submit news at least once a week or as often as they wish, for airing on Mr. Stookey's program.

Christmas Party

SATURDAY, Dec. 18, 1948, was a big day for the Salvation Army in Norfolk, Va. Joe Brown, general manager of WCAV Norfolk, arranged the party, which nearly 4,000 children attended. Each child received a new toy and a bag of Christmas sweets, and they were entertained with music and magicians plus the staff of WCAV. One hour of the three-hour party was broadcast over WCAV. This marked the second time the station has arranged a party for the Salvation Army. In addition to playing Santa Claus, WCAV on Dec. 19 celebrated its first birthday.

FRAZIER THOMAS, WLW Cincinnati m.c., admits he's in a good spot, but concedes, from his expression, that Horace Heidt's new 7 p.m. Sunday time on NBC is the number one spot. Picture was circulated throughout WLW's listening area to weekly and daily press as part of station's promotion for Mr. Heidt's Sunday time switch.

Wonderful Bonus

TO encourage junior exhibitors of the National Western Livestock Show to be held in Denver Jan. 14-22, KOA Denver and Ranch-Way Feeds, sponsors of *KOA Mile High Farmer* program (Mon.-Sat., 6-6:30 a. m. MST) will present several trophies to junior winners in the show. A giant gold-tone 27 inch "Mile High Farmer Trophy" will be presented by Ranch-Way and KOA to the Champion Junior Beef Showman. Three gold-tone plaques will go to the winners in the Future Farmers of America livestock judging contest. Presentations will be broadcast direct from the Main Arena in the Stock Yards Stadium, 2:45-3 p. m., Jan. 15.

PERSONNEL

EMILY ASHE BANKS, formerly with New York's Institute of Public Relations, has been appointed publicity director of Town Hall Inc., New York.

WINSTON JOLLY, member of public relations staff of WGN Chicago, has been appointed assistant director of the department.

WILLIAM CLEAR, WRTA Altoona, Pa., promotion and sales manager, has been elected to the board of directors of the Blair County Cancer Society.

EDDIE REYNOLDS, former publicity man on *Ladies Be Seated* and *Hint Hunt*, joins Chicago staff of Storecast Corp. of America as sales promotion director. Storecast operates on WEHS-FM Chicago.

DANIEL BISHOP, *Star-Times* (St. Louis) cartoonist, is the winner of the first prize in the Eddie Cantor Cartoon Contest in connection with Fifth Annual Gifts to Yanks Who Gave Campaign. Second place went to **BRUCE SHANKS,** Buffalo (N. Y.) *Evening News*, and third to **BRUCE RUSSELL,** Los Angeles *Times*. Winners were announced on a special coast-to-coast broadcast from Birmingham, Ala., Veterans Hospital, on Christmas Day.

WADSWORTH LIKELY has been appointed press relations director of WWDC and WWDC-FM Washington. He was formerly manager of Washington office of Radio Reports Inc.

ROBERT L. SEITNER Jr. has been appointed promotion manager of WJHP Jacksonville, Fla.

MARY PAULINE PERRY has been appointed publicity director of WMAL, WMAL-TV and WMAL-FM Washington. Miss Perry had her own publicity bureau before joining WMAL.

C. P. BODNER, promotion director and sales representative at WPAY Portsmouth, Ohio, is the father of a girl, Mary Kristin.

MEMO TO:
GENEVIEVE SCHUBERT, TED BATES:
Christmas is over, but WCKY's Christmas promotion will long stand out in Cincinnati. With announcements only—no newspaper—WCKY pulled over 10,000 people to the airport to see Santa arrive by plane. Real proof of WCKY's audience by any measurement.
50,000 WATTS
OF
SELLING POWER
L. B. Wilson
WCKY
CINCINNATI
ON THE AIR EVERYWHERE 24 HOURS A DAY

MUSIC FEES

Hearing Set in Ottawa

CANADIAN BROADCASTERS appeared before the Canadian Copyright Appeal Board at Ottawa on Jan. 6 in connection with the 1949 performing rights fees charged by Composers, Authors, Publishers Assn. of Canada (CAPAC) and BMI Canada Ltd. Schedules had been filed by the two organizations and had to be approved by the Canadian Copyright Appeal Board before assessments could be levied.

In 1949 CAPAC is asking from private broadcasters collectively $136,081, as compared to $126,547 in 1948, increase being based on increased number of radio licenses issued during government fiscal year April 1, 1947, to March 31, 1948. CAPAC is asking the same amount from Canadian Broadcasting Corp. BMI Canada Ltd. is asking private broadcasters $38,888 in 1949 as compared to $36,156 in 1948, based on increased number of licensed receivers, and has a set fee of $17,500 with CBC.

Formula on which copyright fees are charged was set at 7 cents per licensed receiver for CAPAC from private broadcasters and the same amount from CBC. BMI Canada rate for private broadcasters is about 2c per licensed receiver, one annual $2.50 license covering all radios in a home. Canadian Assn. of Broadcasters works out assessments for all privately-owned stations on approved formula.

Total fees for copyright music performance to be paid by broadcasters in 1949 will amount to $328,550 if Canadian Copyright Appeal Board allows schedules requested by CAPAC and BMI Canada Ltd.

Special RMA Meet

CONFERENCE for industrial relations and personnel directors of radio manufacturing industry will be held Jan. 18-19 at Hotel Statler, New York, under auspices of RMA Industrial Relations Committee.

FIRST 15 PROGRAM HOOPERATINGS

Dec. 30, 1948 Report

EVENING

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Jack Benny*	163	American Tobacco (BBDO)	25.6	28.2	—2.6	2
Radio Theatre	149	Lever Bros. (JWT)	24.0	24.0	0.0	5
Walter Winchell	219	Jergens (Orr)	23.6	21.9†	+1.7	9
Mr. District Attorney	160	Bristol-Myers (DC&S)	19.4	20.1	—0.7	10
Phil Harris-Alice Faye	163	Rexall (BBDO)	19.4	19.2	+0.2	11
My Friend Irma	152	Pepsodent Div., Lever Bros. (FC&B)	19.2	16.1	+3.1	17
Fibber McGee & Molly	165	S. C. Johnson Co. (NL&B)	17.8	28.3	—10.5	1
Bob Hope	151	Lever Bros. (Y&R)	17.7	22.4	—4.7	8
Charlie McCarthy	151	Standard Brands (JWT)	17.6	24.9	—7.3	4
Horace Heidt	162	Philip Morris (Biow)	17.3	13.1	+4.2	36
Arthur Godfrey's Talent Scouts	149	T. J. Lipton Div., Lever Bros. (Y&R)	16.8	17.9	—1.1	13
Bing Crosby	237	Philco (Hutchins)	16.2	14.6	+1.6	26
Duffy's Tavern	160	Bristol-Myers (Y&R)	16.2	17.1	—0.9	15
Louella Parsons	248	Jergens (Orr)	16.1	13.1	+3.0	37
Crime Photographer	161	Toni Co. Div., Gillette (FC&B)	15.8	13.2	+2.6	35

* Includes second broadcast

† Includes second broadcast—year ago Hooper for Robert W. Orr & Assoc.

NEW NETWORK

Parttime Operation Begun by Union

SECOND program of the Union Broadcasting System, embracing 27 stations in New York, Connecticut, Maine, New Hampshire, Vermont and Massachusetts, was scheduled to be fed to the new network Jan. 9 (yesterday) by its key originating outlet, WOKO Albany.

The network, owned and operated by Dongan Broadcasting Corp., Albany, licensee of WOKO, expects to add stations in New Jersey, Pennsylvania, Ohio and Illinois, as it develops to fulltime operation. Albany programs will be augmented by shows fed from WOV and WMGM New York, and occasionally from Buffalo and Boston, according to Jim Healey, news commentator and general manager of WOKO and Union Broadcasting System.

Network's opening program Jan. 2 featured a 15-minute *Review of the Week* with Mr. Healey, and was sponsored by Wm. W. Lee Co. through George R. Nelson Inc., Schenectady. Yesterday's program was to have included an extra half-hour sustaining program.

Network affiliates now include: WXRA Buffalo, WOKO Albany, WCSS Amsterdam, WWSC Glens Falls, WENT Gloversville, WHUC Hudson, WKNY Kingston, WKIP Poughkeepsie, WDOS Oneonta, WKOP Binghamton, WEIM Elmira, WGAT Utica, WNDR Syracuse, WICY Malone, WEAV Plattsburg, WNBZ Saranac Lake (New York); WBEC Pittsfield, WACE Springfield, WAIE Fall River, WVOM Boston (Massachusetts); WSYB Rutland, WJOY Burlington (Vermont); WWCO Waterbury, WTOR Torrington (Connecticut); WFAU Augusta, WJOR Bangor (Maine); and WKNE Keene, N. H.

STORADIO CO.

New Representative Firm

FORMATION of Storadio Advertising Co. has been announced by Cy Newman, general manager of Super Market Advertising Co. of Des Moines. The new firm will act as national representative for firms engaged in point-of-sale radio advertising in super markets.

Offices will be opened in New York and Chicago about the middle of February, according to Mr. Newman. Resident managers have not been announced yet.

Mr. Newman stated: "Ever since we started our operation in Thriftway Super Markets in Iowa through KSO-FM [Des Moines], our one big problem has been to get effective national sales representation." The new firm will represent all firms in the field and Mr. Newman explained: "By having a specialized sales force to represent a group of operations other than our own alone, we can keep sales expense down and offer an advertiser complete information about point-of-sale advertising in super markets in any cities that he has distribution."

THE NATIONAL Safety Council has presented its Award of Merit to WNBC New York, "for exceptional service to safety in 1948."

MORE Advertisers USE KOIL THAN ANY OTHER RADIO STATION IN OMAHA & Council Bluffs

BASIC ABC 5000 WATTS
Represented By
EDWARD PETRY CO., INC.

IT'S A GREAT DAY on WLAV and WLAV-FM

WLAV leads ALL stations in daytime share of audience in Michigan's second market.
(1947-1948 winter-spring Hooper)
WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%
Contact the John E. Pearson Co.

ABC for Grand Rapids
WLAV
Power Plus Perfection

Down in Carolina ☆ ☆ ☆ ☆
"Nothing Could Be Finer"
WNAO RALEIGH North Carolina
The News and Observer Station
5000 WATTS • ABC • 850 KC.
Ask AVERY KNODEL, INC.

Production

JOSEPH L. TINNEY Jr. has been promoted to producer-director-writer at WCAU-TV Philadelphia, succeeding **PAUL RITTS**, who transferred to CBS Hollywood. Mr. Tinney has been with station since it went on air last February.

JOHN WADDELL has been appointed program director of KIMO Independence, Mo. He had been with various other stations before assuming his new position.

Mr. Waddell

WALTER CARL has been appointed program director of KTTV (TV) Los Angeles. He will handle telecasts of Mon., Tues., Fri., Sat., 7:30 - 7:45 p.m. newscasts.

PAT KELLY, acting program director of KFI Los Angeles for past three months, has been appointed manager of program department. **GEORGE DVORAK**, station announcer-producer, has been appointed chief announcer.

JAY ARLAN, former announcer at KGFJ Hollywood, has joined KFVD Los Angeles in same capacity.

JAMES TAYLOR, managing director of the Chicago School of Expression and Dramatic Art for past two and one-half years, has joined WBKB (TV) Chicago as assistant director.

LARRY FROMMER, production manager and assistant program director of WOL Washington, has been appointed to American Brotherhood Week radio committee.

MORT COHN, assistant program director at WCHS Charleston, W. Va., for past two years, has been appointed program director.

CLAIRE BANISTER, director of women's programs for Rural Radio Network, Ithaca, N. Y., and **LYMAN JONES**, staff announcer and writer, have announced plans to be married on Jan. 23.

CATHERINE FULLERTON, formerly with KGYW Vallejo, Calif., has joined traffic department of KGO San Francisco.

"LINDY" MILLER, WBZ-WBZA Boston-Springfield announcer, and Madeleine Hillman have anounced their marriage.

BETTY ANNE WOOD has joined WSB-TV Atlanta as assistant to film director.

EDW. P. RODEN has been appointed program director of WHEN Syracuse. He was formerly with WBKB (TV) Chicago.

NANCY GREY, whose *What's New?* program has been on WTMJ Milwaukee for more than 17 years, has been elected an honorary member of Delta Kappa Gamma Society, national honor society in education.

MONROE (Bill) BENTON, director of news at WMMW Meriden, Conn., has been appointed program director of WMMW-FM.

JACK NARZ, KIEV Glendale, Calif., disc m.c., is the father of a girl.

Capital TV Sets

SIX THOUSAND television receivers were sold in the Washington, D. C., metropolitan area during the Christmas period, the Washington Television Circulation Committee announced last week. This was a record-breaking total and brought the number of TV sets installed and operating in the Nation's Capital to 30,500, the committee said. The committee, including representatives of Washington's three operating TV stations, WTTG WMAL-TV and WNBW, and of WOIC, soon to go on the air, arrives at its estimate principally from set sale figures furnished by the Washington Electric Institute.

AMA PANEL

To Discuss Television

A DISCUSSION panel on "Television Information, Please," with leading radio and television authorities as participants, has been scheduled by the American Marketing Assn. for the Hotel Commodore, New York, Jan. 25.

The meeting, to be held at luncheon, will feature the following panel members:

Paul Raibourn, vice president in charge of television of Paramount Pictures; Joseph A. Moran, vice president and associate director of radio and television, Young & Rubicam; Hugh M. Beville, Jr., director of research of NBC; C. E. Hooper, president of C. E. Hooper Inc.; Leo Handel, director of audience research of MGM studios; Ted Cott, vice president and program director of WNEW New York; Allen M. Whitlock, advertising manager of Jell-O division of General Foods; A. E. Sindlinger, president of Radox, and Fred Coe, producer-director of NBC television. Jay Jostyn, radio actor, will be master of ceremonies.

Single Rate

CANADIAN stations are now considering a move to drop local and national advertising rates for a single rate, applicable to all advertising. The Standard Rate Structure Committee of the Canadian Assn. of Broadcasters has had the subject under discussion at CAB regional meetings and with advertisers and advertising agencies. At the June annual CAB meeting the change is expected to be thoroughly aired and recommended for adoption.

more news of all radio AM • FM Television

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Telecasting

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870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please enter my subscription to BROADCASTING and the 1949 YEARBOOK.

1 YEAR ☐ $7 2 YEARS ☐ $12
Add $1 a year for Canadian or foreign postage
☐ BILL ME

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

MEXICO 540 KC

State Dept. Protests

MEXICO has put its controversial 540 kc station into operation with 5 kw and has again drawn protests from the U. S. State Dept., authorities disclosed last week.

The station, assigned for 150 kw operation, is located at San Luis Potosi, 350 miles south of the U.S. border.

Mexico met U. S. protests shortly after its plans for use of the new broadcasting channel were made known. As a result the Mexican government indicated at one point that it would delay operation until the issues raised by the U.S. had been settled [BROADCASTING, Oct. 25].

The U.S. contends that 540 kc, added to the broadcast band by the Atlantic City agreement in 1947, may not be put into use except by agreement among interested nations. It was on this basis that the channel was added at Atlantic City and as yet this condition has not been met.

The U.S. feels that the use of 540 kc is a proper subject for consideration at next September's Canada conference on revision of the North American Regional Broadcasting Agreement.

Indications that Mexico had abandoned its plan to hold up activity on 540 kc were reported early last month [BROADCASTING, Dec. 13]. At that time FCC and State Dept. spokesmen gave assurances that this country would renew its protests.

The Commission, which itself is seeking to formulate a domestic policy with respect to 540 kc, contends that "hundreds of government and non-government stations" operating just below 540 kc would be affected by the Mexican station.

LIBEL and SLANDER
Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write
Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

The Pulse

(Continued from page 52)

Highest ¼ Hr. Rating

Daytime—5 a week	Nov. Dec.	Sept. Oct.
Arthur Godfrey	8.6	8.0
Big Sister	8.3	8.9
Breakfast Club (WCOP, WLAW)	8.1	8.3
Ma Perkins (1:15)	8.1	8.9
Our Gal Sunday	7.8	8.0
Helen Trent	7.6	8.1
Young Dr. Malone	7.6	7.9
Guiding Light	7.5	7.9
Aunt Jenny	7.5	
Rosemary	7.4	7.8
Wendy Warren	7.4	8.1

SAT. & SUN. DAYTIME	Nov. Dec.	Sept. Oct.
Football (Sun., WHDH)	11.3	
The Shadow	9.8	6.0
Junior Miss	8.5	7.0
Carnival of Music (Sat. 11:15)	8.3	7.0
Let's Pretend	8.0	7.3
Music in the Air (Sun. 11:30)	8.0	6.5
True Detective	7.8	
Quick as a Flash	7.5	
Football (Sat. WBZ)	7.5	
Counterspy (WCOP, WLAW)	6.8	

—Cincinnati—

Sets in use in Cincinnati increased during November-December over the previous two months, but was slightly lower than the November-December figure for 1947. *Lux Theatre* and Fibber McGee & Molly led the evening Top Ten. The Monday-Friday Top Ten list was made up preponderantly of daytime serials. The figures:

AVERAGE ¼ HR. SETS-IN-USE
6 a.m.-12 Midnight, Entire Week

November-December 1948	28.4
September-October 1948	26.4
November-December 1947	30.3

TOP 10 EVENING & DAYTIME—METROPOLITAN CINCINNATI
Highest ¼ Hr. Rating

Evening	Nov. Dec.	Sept. Oct.
Lux Theatre	25.0	18.8
Fibber McGee-Molly	24.5	
Walter Winchell (WSAI, WLW)	24.0	17.0
Bob Hope	23.5	
Jack Benny	22.8	
Phil Harris-Alice Faye	21.0	
Charlie McCarthy	20.8	
Fred Allen	20.3	
Date With Judy	18.3	
Burns & Allen	17.8	

Highest ¼ Hr. Rating

Daytime—5 a week	Nov. Dec.	Sept. Oct.
Right to Happiness	9.6	
Life Can Be Beautiful	9.5	8.6
Ma Perkins	9.5	8.6
Pepper Young's Family	9.4	8.3
Light of the World	9.4	
Portia Faces Life	9.3	8.6
Backstage Wife	9.0	
Today's Children	8.9	8.9
When A Girl Marries	8.9	8.5
Just Plain Bill	8.7	

SAT. & SUN. DAYTIME	Nov. Dec.	Sept. Oct.
Quiz Kids	10.5	9.3
Nick Carter	10.3	9.3
The Shadow	10.0	13.0
RCA Victor Show	9.8	
Quick As A Flash	8.5	9.8
Grand Central Station	8.3	
True Detective	8.0	
House of Mystery	8.0	
One Man's Family	8.0	6.5
Meet the Meeks	8.0	

Milestones

► On Jan. 5 *The Esso Reporter*, five-minute news summary aired four times daily on more than 40 radio stations from Maine to Louisiana, celebrated its half-millionth broadcast. It was originated aboard the Freedom Train in Boston and highlighted the fact that the most popular voice on the radio in this country is the voice of a free press. *The Esso Reporter*, sponsored by Esso Standard Oil Co., through Marschalk & Pratt, New York, has been on the air 14 years.

► ABC's *The American Farmer* program observed its third anniversary on Jan. 1.

► WITA San Juan, P. R., celebrates its first year on the air tomorrow (Jan. 11).

► December 28, 1948, marked 4,000th consecutive broadcast by KREQ St. Joseph, Mo., for the United Department Store of that city. At broadcast each guest interviewed received four gifts, including an anniversary cake.

► *The Jewish Philosopher* has been renewed by Carnation Co., Los Angeles, for the 12th consecutive year on WEVD New York.

► New Year's Eve, 1948, marked WAVE Inc.'s (Louisville, Ky.) 15 anniversary.

► Sterling V. Couch, traffic manager at WDRC Hartford, Conn., celebrates his 20th year with the station this month. He is in charge of WDRC's religious and educational programs.

Tube Sales Up

SALES of radio receiving tubes in November totaled 21,118,874 compared to 19,521,368 in October, according to Radio Mfrs. Assn. Output in November 1947 was 17,137,891. Of the November 1948 output, 14,586,066 tubes were for new sets and 6,554,303 for replacements. The remaining were exported and sold to government agencies. Tube sales for 11 months of 1948 were 185,450,214 compared to 183,022,419 in 11 months of 1947.

Zoomar Purchases

SIXTEEN television stations have purchased Zoomar television lenses, and six others await filling of their orders for the lenses, according to Jerry Fairbanks, president of Zoomar Corp., Los Angeles. Purchasers are KTLA KFI-TV KTSL KTTV all Los Angeles; WMAL Washington; WBKB WGN-TV Chicago; WCBS-TV WJZ-TV WPIX WNBT New York; WMAR Baltimore; WFIL-TV WPTZ Philadelphia; WLWT Cincinnati; WBAP-TV Wort Worth.

Feature

(Continued from page 10)

with Home Brand food products. Managing the culinary aspects is a fulltime chef recently employed by KSTP to serve cocktails and lunch to prospective advertisers and other guests.

First guest was Edward C. Hampe, vice president and general sales manager of Griggs Cooper & Co., makers of Home Brand products. In attendance also was Ralph Hobbs, partner in Melamed-Hobbs Inc., which directs advertising activities for Home Brand.

They were special guests of Stanley Hubbard, KSTP president. Mr. Hubbard, commenting on the new client room, said he believes sales presentations can be more conveniently and more satisfactorily handled in an atmosphere of hominess.

KSTP announced that it plans to hold a series of luncheon parties for prospective television advertisers for its TV affiliate, KSTP-TV.

Mr. H. E. Threlkeld
Blanton Company
St. Louis, Mo.

Dear H. E.:

'Cordin t'my cousin " 'figern Algy," 1949 is here. If'n his figers are correckit, 1949 came in 'xactly at 12 o'clock midnight, December 31, 1948. 'An he's right, I checked him with the calendar th' day after Dec. 31 an it said Jan. 1, which is proof enough fer me. Figern Algy, who does most o' th' thinkin' fer our fambly, also sez, no matter how you figer radio stations in Charleston, West Virginia, WCHS with 5000 watts at 580 plus CBS comes out on top . . an I reckon he's right.

Yrs.

Algy.

WCHS
Charleston, W. Va.

Only station saturating rich Western Washington market!

KIRO
CBS SEATTLE TACOMA
THE PIONEER
50,000 WATT STATION
OF THE PACIFIC NORTHWEST
710 KC
NATIONALLY REPRESENTED BY FREE & PETERS, INC.

—WMGW—
Meadville, Penna.

NOT ONLY BROADCASTS YOUR SHOWS . . . WE PROMOTE THEM . . . OUR LISTENING AUDIENCE IS A BUYING AUDIENCE. DIRECT SALES GAINS ARE THE RESULTS OF YOUR WMGW SPENT ADVERTISING $$$.

For further information contact Vic Diehm c/o WMGW

POPULATION

Up 3 Million During '48

POPULATION of the U. S. increased by approximately 3 million during 1948, reaching a yearend total of 148 million, according to the Bureau of the Census. This was about 12.5% greater than the 131,669,275 recorded in the 1940 census.

The census of manufacturers showed about 285,000 industrial establishments.

The nation's civilian labor force reached an all-time high of 63,842,000 in July, the bureau said. Workers in non-agricultural industry in November increased to approximately 51,932,000. This was more than 5.6 million above the wartime peak reached in December 1946.

Figures on employed women indicated that married women workers far outnumber single women workers, 8.3 million to 5.9 million.

Number of married couples approached 35 million.

On the housing side, the bureau found that more than 3 million of the nation's families were living "doubled up" with other families.

WLCR Torrington, Conn., has announced sale of 1:45-3:30 p.m. Sunday transcribed time block to four sponsors. Contracts are for 26 weeks.

HERE'S A SERVICE THAT BRINGS YOU. More than 650 Commercials covering 50 Business Classifications EVERY MONTH Seasonal copy suggestions EVERY MONTH Tested Program Ideas, case histories and Planning Guide Material EVERY MONTH Ideas for Sales, Program and Continuity department . . . EVERY MONTH

Issued 30 days in advance, this service is used by more radio stations than all other Continuity services combined! But—you'll never know how much NRB's value packed service can mean to you 'till you actually try it So we offer you a complete and full months service—FREE! No cost —no obligations You can't lose so send coupon now

SEND COUPON NOW

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, Dept. 110
CHICAGO 10 ILLINOIS.
Please send me your full 30 days service without cost or obligation.

Name.....
Address.....
City..... State.....
Station.....

Nielsen Radio Index Top Programs

(COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
REPORT WEEK NOV. 19-25, 1948

TOTAL AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theater	34.5	+2.3
2	2	Godfrey's Talent Scouts	29.1	+3.8
3	4	Bob Hope	26.3	+1.4
4	3	Fibber McGee & Molly	25.6	−0.4
5	6	Jergens Journal	24.1	+1.7
6	9	Jack Benny	23.4	+2.7
7	5	My Friend Irma	23.1	−0.6
8	8	Duffy's Tavern	23.0	+1.4
9	7	Mystery Theater	22.8	+0.5
10	34	Mr. District Attorney	22.7	+3.4
11	19	Inner Sanctum	22.5	+3.5
12	37	Amos 'n' Andy	22.0	+4.4
13	14	Big Town	21.9	+3.3
14	16	Phil Harris-Alice Faye Show	21.6	+2.0
15	22	People Are Funny	21.3	+2.5
16	21	Mr. and Mrs. North	20.7	+1.6
17	20	Charlie McCarthy	20.7	+1.8
18	25	Day in the Life of Dennis Day	20.1	+1.3
19	13	Judy Canova	19.9	+1.2
20	11	Date With Judy	19.5	−0.3
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	15.5	−0.9
2	3	Beulah	15.1	+1.6
3	2	Edward R. Murrow	14.3	+1.1
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	2	Arthur Godfrey (Ligg. & Myers)	11.5	−0.6
2	3	Backstage Wife	11.4	−0.4
3	1	When a Girl Marries	11.3	−0.6
4	9	Stella Dallas	10.6	−0.4
5	4	Young Widder Brown	10.4	−0.6
6	7	Right to Happiness	10.3	−1.3
7	10	Portia Faces Life	10.2	−0.4
8	14	Pepper Young's Family	10.1	−0.8
9	18	Arthur Godfrey (Nabisco)	9.9	+0.4
10	8	Ma Perkins (CBS)	9.8	−0.8
11	11	Big Sister	9.4	−1.1
12	15	Lorenzo Jones	9.4	−0.2
13	5	Wendy Warren	9.3	−1.6
14	23	Front Page Farrell	9.2	+0.1
15	16	Guiding Light	9.1	−0.4
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	Armstrong Theater	14.3	+1.5
2	3	David Harding Counterspy	13.6	+1.3
3	2	Grand Central Station	13.2	+0.3
4	4	County Fair	12.7	+0.3
5	6	True Detective Mysteries	11.9	−0.6

AVERAGE AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theater	26.1	+1.8
2	6	Godfrey's Talent Scouts	21.6	+2.9
3	3	Jergen's Journal	21.2	+1.6
4	2	Fibber McGee & Molly	21.1	+0.3
5	4	Bob Hope	20.7	+0.5
6	5	My Friend Irma	19.5	−0.4
7	22	Mr. District Attorney	18.5	+2.7
8	10	Jack Benny	18.4	+2.3
9	15	Duffy's Tavern	18.2	+2.2
10	7	Mystery Theater	18.2	+0.8
11	14	People Are Funny	18.2	+2.4
12	8	Big Town	17.4	+2.6
13	38	Amos 'n' Andy	17.3	+4.1
14	29	Mr. and Mrs. North	16.7	+2.6
15	17	Stop the Music (4th qtr.)	16.2	+0.6
16	19	Phil Harris-Alice Faye Show	15.9	+1.4
17	24	Day in the Life of Dennis Day	15.8	+1.3
18	20	Inner Sanctum	15.7	+1.6
19	27	Fred Allen Show	15.5	+1.8
20	18	Judy Canova	15.1	+1.1
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	2	Beulah	12.8	+1.5
2	1	Lone Ranger	12.1	−0.7
3	4	Club '15 Bob Crosby	11.4	+1.2
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	2	Backstage Wife	10.5	−0.3
2	1	When a Girl Marries	9.9	−0.3
3	9	Stella Dallas	9.5	−0.4
4	7	Arthur Godfrey (Ligg. & Myers)	9.1	−0.5
5	3	Young Widder Brown	9.1	−0.4
6	5	Right to Happiness	9.1	−1.2
7	10	Portia Faces Life	9.0	−0.3
8	8	Ma Perkins (CBS)	8.8	−0.6
9	13	Pepper Young's Family	8.7	−1.0
10	18	Arthur Godfrey (Nabisco)	8.7	+0.4
11	12	Big Sister	8.2	−0.9
12	15	Guiding Light	8.1	−0.5
13	4	Our Gal, Sunday	8.0	−1.7
14	22	Front Page Farrell	7.8	+0.1
15	20	Perry Mason	7.8	−0.1
DAY, SAT. OR SUN., 5-60 MIN.				
1	2	Grand Central Station	10.7	−0.2
2	1	Armstrong Theater	10.4	−0.5
3	6	David Harding Counterspy	10.1	+2.2
4	4	True Detective Mysteries	9.9	+0.1
5	3	County Fair	9.7	−0.2

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NBC's news-quiz program *Who Said That* switched to Sundays, 10:30-11 p.m., effective Sun., Jan. 2. Robert Trout is moderator of the program, and John Cameron Swayze is regular panel member. The program is not heard on the West Coast.

NAB PR SHIFT

Involves Dawson, Batson

JAMES DAWSON has been appointed assistant director of the NAB Public Relations and Publications Dept., succeeding Charles A. Batson. Mr. Batson is editor of NAB's continuing television study, titled "Television." The TV assignment was started last March and Mr. Batson's continuance as editor was authorized at the NAB board's last meeting.

Mr. Dawson has been acting for Mr. Batson since start of the TV assignment and now moves into the position permanently. Name of the Public Relations Dept., headed by Robert K. Richards, was changed by the board to Public Relations & Publications Dept.

AUTHOR's copies of *Democracy vs. Feudalism in Post-War Japan*, first English-language book published in Japan since the war, and written by William Costello, chief of CBS Far Eastern news bureau, have been received in the U. S.

OKLA. U. MEET

Radio Men on Committee

COMMERCIAL radio is heavily represented on the national committee for the Annual Radio Conference on Station Problems to be held at the U. of Oklahoma, Norman, Okla., March 4-6.

Among those on the committee are: George C. Biggar, KCRC Cedar Rapids, Iowa; Ben Ludy, WIBW Topeka, Kan.; Robert Saudek, ABC, New York; P. A. Sugg, WKY Oklahoma City; Earl Williams, KFAB Lincoln, Neb., and Robert K. Richards, NAB public relations director.

Other committee members: Herbert True, Carter Advertising Co., Kansas City; Rowland Broiles, Rowland Broiles Advertising Co., Fort Worth; Monty Mann, Tracy-Locke Co., Dallas; Jack N. Pitluk, Pitluk Advertising Co., San Antonio; Harlow P. Roberts, Goodkind, Joice and Morgan, Chicago; Harold Kent, Kamehameha Schools, Honolulu, and I. Keith Tyler, Ohio State U., Columbus.

Topics for the conference sessions have been suggested to radio men by questionnaire. Television and station operations will be emphasized, according to Sherman P. Lawton, conference director.

Record Firm Moving

ENGINEERING and repertoire departments of Capitol Records will be the first to move into firm's new Hollywood quarters, the former Don Lee Broadcasting System studios. Move is scheduled for Jan. 15, according to Glenn E. Wallichs, Capitol Records president. The firm has signed a five-year lease on the new quarters. The building contains four studios, one of which will be rented out for radio and television broadcasting.

BRITISH INFORMATION SERVICES has moved its Washington office to 1910 K St., N. W. Telephone: EXecutive 8525.

NBC AFFILIATE

in the Triple Cities

Binghamton • Johnson City • Endicott

It's Always a Good Bet

To Put your Money on the

WINR

BINGHAMTON, N. Y. GEORGE P. HOLLINGBERY CO., National Representatives

FCC Actions

(Continued from page 72)

January 4 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

Easley Broadcast Co., Easley, S. C.—CP new AM station 1070 kc 1 kw D AMENDED to request 1490 kc 250 w unl.

Modification of CP

KRBC Abilene, Tex. — Mod. CP change frequency, increase power etc. for extension of completion date.

Modification of License

KDEC Decorah, Iowa—Mod. license to change hours from specified hours to share time with KWLC.

KWLC Decorah, Iowa—Mod. license to change hours from specified hours to share time with KDEC.

Modification of CP

WDET-FM Detroit—Mod. CP new FM station for extension of completion date.

WHEC-FM Rochester, N. Y.—Same.

KTVU Portland, Ore.—Mod. CP new commercial TV station for extension of completion date.

License Renewal

KHAS Hastings, Neb.—License renewal AM station.

January 5 Applications . . .

ACCEPTED FOR FILING

License for CP

KFBK Sacramento, Calif.—License to cover CP increase power etc.

WGVM Greenville, Miss.—License to cover CP new AM station.

Modification of CP

KFSA-FM Fort Smith, Ark.—Mod. CP new FM station for extension of completion date.

KWFM San Diego, Calif.—Same.

WNAV-FM Annapolis, Md.—Same.

WMBO-FM Auburn, N. Y.—Same.

WJHL-FM Johnson City, Tenn. — Same.

CP to Reinstate

KFDX-FM Wichita Falls, Tex.—CP to reinstate CP new FM station which expired Nov. 12, 1948.

License for CP

KOMO-FM Seattle—License to cover CP new FM station.

WJLS-FM Beckley, W. Va.—Same.

Modification of CP

WMBR-TV Jacksonville, Fla.—Mod. CP new commercial TV station for extension of completion date.

WVTL Utica, N. Y.—Same.

WTLE Greensboro, N. C.—Same.

WMCT Memphis, Tenn.—Same.

Edwin H. Armstrong, Alpine, N. J.—Mod. CP new exp. TV station W2XGW for extension of competion date.

TENDERED FOR FILING

Assignment of License

WGTC Greenville, N. C.—Assignment of license from J. J. White tr/as Greenville Bcstg. Co. to Carolina Bcstg. System Inc.

January 6 Decisions . . .

DOCKET CASE ACTION

Commission on January 5 directed Presiding Commissioner Paul A. Walker to prepare and issue initial decision in matter of revocation of CP of television station WTVJ Miami, Fla., and application for consent to transfer of control of Southern Radio and Television Equipment Co., permittee of WTVJ. Initial decision, released today, looks toward revoking order of revocation issued Southern Radio and Television Co. on July 29, 1948, of its CP for WTVJ and to grant application for consent to transfer control of Southern Radio and Television Equipment Co. from Robert G. Venn, Edward N. Claughton and E. J. Nelson to Wolfson-Meyer Theater Enterprises Inc.

January 6 Applications . . .

ACCEPTED FOR FILING

License for CP

WROY Carmi, Ill.—License to cover CP new AM station.

Assignment of License

KIOX Bay City, Tex.—Assignment of license from Bay City Bcstg. Co., partnership of John George Long, T. C. Dodd and Harry L. Reading Jr., to John George Long d/b as Bay City Bcstg. Co.

Transfer of Control

KATE Albert Lea, Minn.—Relinquishment of control of licensee, Albert Lea-Austin Bcstg. Co. Inc., from Edgar L. Hayek and Lillian H. Hayek to J. George Wolf and William Robert Wolf.

WHOL Allentown, Pa.—Relinquishment of control of licensee, Allentown Bcstg. Corp., by Lewis and Cora Windmuller through issuance of 150 sh to George D. Gartland.

KAFY Bakersfield, Calif.—Transfer control from George Crome and R. F. Harlow to George Crome, R. F. Harlow, Sheldon Anderson and Herman Anderson.

WCMW Canton, Ohio—Transfer control from E. A. Mahoney, James L. Amerman, Arnold Gebhart, Royal G. Lister and Merlin R. Schneider to S. L. Huffman and K. B. Cope.

Modification of CP

WHEN Syracuse, N. Y.—Mod. CP new commercial TV station to designate studio location as 101 Court St., increase ERP from vis. 15 kw, aur. 7.5 kw to vis. 26.7 kw, aur. 13.4 kw AMENDED to change name from Meredith Pub. Co. to Meredith Syracuse Television Corp.

License Renewal

KDLK Del Rio, Tex.—License renewal.

KISD Sioux Falls, S. D.—Same.

TENDERED FOR FILING

Assignment of License

WSID Essex, Md.—Assignment of license from Sidney H. Tinley Jr. to United Bcstg. Co. Inc.

AM—1150 kc

WORA Mayaguez, P. R.—CP to increase 1 kw to 5 kw, install DA-IN, change trans. and change trans. site.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO JANUARY 6

Class	On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,914	1,865	262		523	285
FM Stations	700	225	694	45*	92	31
TV Stations	51	7	116		312	181

*14 on the air.

AM APPLICATIONS

Greer, S. C.—William C. Drace, 1490 kc, 250 w, unlimited. Applicant is local theatre manager. Mr. Drace had been in comparative hearing with Pisgah Broadcasting Co. which sought 1240 kc, 2*0 w, fulltime, at Brevard, N. C. Pisgah was favored by FCC [BROADCASTING, Aug. 30, Nov. 29, 1948] and Mr. Drace filed amendment to seek facilities he now requests. Commission denied petition to amend without prejudice to his filing new application for same assignment. Filed Jan. 4.

Sanford, Me.—Alban J. Bastarache, 1230 kc, 250 w, unlimited; estimated cost $18,422. Applicant until Dec. 1, 1948, was three-quarters owner of Lincoln Press. Filed Jan. 3.

Toledo, Ohio—Radio Corp. of Toledo, 1470 kc, 1 kw, unlimited, directional (DA-2); estimated cost $50,200. Applicant has bought assets of Continental Broadcasting Co.; partnership seeking same facilities there, for $4,102.88 (cost). Continental application to be dropped. Radio Corp. principals: Arthur Reichert, vice president and 36% owner, Beeson-Faller-Reichert Inc., advertising, president and 7.35% owner; Donald S. Parker, trustee Toledo Blue Cross, hospital insurance, vice president 3.67%; Wendland V. Cruey, attorney, secretary 1.47%; Wellington F. Roemer, insurance, treasurer 7.35%; John E. Evans Sr., attorney, partner in Continental, 11.02%; James C. McNett, head of own manufacturer's agent firm, 7.35%; Kenneth Rennekamp, Continental partner and licensee WKRZ Oil City, Pa., 22.05%; John W. Richards, partner Bellman, Gillett & Richards, architectural and engineering firm, 7.35%; B. Adna Snyder, physician, 3.67%; George L. Young, general manager WPGH Pittsburgh, 4.4%; John E. Evans Jr., attorney, Continental partner, 11.02%; Harold E. Hertzfeld, auto dealer, 5.88%; Samuel W. Mason, vice president, The Ottawa Hills Co., subdivision development and sales firm, 2.94%; Grace E. Smith, president of own restaurant firm, 4.4%. Filed Jan. 4.

FM APPLICATION

Douglas, Ga.—WDMG Inc., Class B, Channel 239 (95.7 mc), ERP 5.4 kw, antenna height above average terrain 264 ft.; estimated cost $18,685. Applicant is licensee of AM station WDMG there. Filed Jan. 3.

Battle of Stars

(Continued from page 26)

are lawful. Reps. J. Percy Priest (D-Tenn.) and Carl T. Curtis (R-Neb.) seek explanation of deals from Internal Revenue Bureau.

● BROADCASTING. Dec. 6—CBS raids against NBC's entrenched talent, which have so far resulted in capture of Amos 'n' Andy and Jack Benny, promised last week to develop into full-scale campaign. Believe only Amos 'n' Andy will receive government blessing.

● CLOSED CIRCUIT, Dec. 13—Latest Fred Allen threat to retire from radio believed based on desire for rest period prior to development of television show. Plans reported about complete Dec. 10 for shift of Phil Harris program from NBC to CBS. NBC understood to have refused to release last eight weeks of Phil Harris series Sundays, so CBS planning to transcribe program off line for this period and repeat at 8 p.m. starting Jan. 2. This would mark first regular transcribed series in CBS history. In Hollywood, Mr. Bergen announced that after his Dec. 26 broadcast he was quitting radio, at least temporarily. Announcement followed collapse of capital gains acquisition of the ventriloquist by Coca-Cola.

● BROADCASTING. Dec. 20—CBS solicitation of Phil Harris-Alice Faye show, now on NBC stymied Friday. Rexall Drug Co., show's sponsor, assertedly unwilling to move to new time on new network.

● BROADCASTING, Dec. 27—Reports that CBS was still hopeful of obtaining Edgar Bergen despite his recently announced intentions to retire from radio, revived last week when ventriloquist admitted he was negotiating with CBS.

● BROADCASTING, Jan. 3—Bureau of Internal Revenue was reported late last week to be ready to rule Jack Benny's $2.5 million capital gains sale of his show to CBS is personal-income transaction, not capital gain. Rule would be construed to be government policy.

DON McNAMARA, television director of Telefilm Inc., Los Angeles, will conduct 15-week television survey and workshop course for U. of California Extension, that city, starting Feb. 8.

FCC DELETES

One AM, Three FM Stations

DELETION of one standard station and three FM stations was approved last week by FCC upon request of the applicants. The AM outlet and two of the FM outlets cited economic reasons for their actions.

KARV Mesa, Ariz., owned by Arizona Radio and Television Inc., ceased operation last month and in requesting dismissal of its authorization indicated Mesa was not a large enough community to support two stations, FCC reported. KARV began operations on 1400 kc with 250 w fulltime in 1947. Other station there, KTYL, assigned 250 w fulltime on 1490 kc, also began operation that year.

WGL-FM Fort Wayne, Ind., was deleted by the Commission at the request of Farnsworth Television & Radio Corp., permittee. Firm said the dismissal was due to the proposed assignment of WGL and "the changed economic situation on Fort Wayne with respect to AM and FM," according to FCC. WGL has been sold for $150,000 to the Fort Wayne *News-Sentinel* [BROADCASTING Nov. 29, 1948].

KXL-FM Portland, Ore., was deleted at the request of KXL Broadcasters, permittee, because insufficient income was realized from the FM operation to warrant its continuance, the Commission stated.

KRST-FM Tyler, Tex., was deleted at the request of the conditional grantee, Rose Capital Broadcasting Co. No reason was given.

COMPETITION

TV vs. School Games

SEVERAL COMPLAINTS that television is cutting attendance at high school football games were registered at the annual convention of the National Federation of High School Assns. Dec. 30 in Chicago's Stevens Hotel. Forty-three states were represented.

C. E. Forsythe of the Michigan state group reported a drop of 10,000 in the gate at Detroit's annual city vs. parochial school championship game, and Rhea Williams, delegate from Texas, cited a 20% decline in attendance when four Fort Worth schools sold TV rights to some 40 games in their district. Mr. Williams allowed, however, that "weather and other factors figured in this sharp decrease."

Illinois delegates followed the discussion closely as an application is on file at the U. of Illinois to televise the annual state basketball tourney at Champaign next spring. The federation took no formal action regarding televising high school events as each state association is expected to make its own rules, it was said.

MASS production of its new large picture tube has been started at Chicago plant of the Rauland Corp., Zenith Radio. Corp. has announced. Rauland is a Zenith subsidiary.

At Deadline ...

FCC WARNS TV PERMITTEES TO PURSUE CONSTRUCTION

FCC ADMONISHED television permittees Friday that they must proceed with construction and/or take consequences.

Uncertainty over outcome of current TV freeze and attendant engineering and allocations problems, FCC said, will not be accepted "as an excuse for failure to diligently proceed with construction."

FCC issued statement in response to query from WSAZ Huntington, W. Va., which had noted that consequences of construction might be "grave" if standards and allocations are changed, while failure to construct might lead to loss of permit [BROADCASTING, Nov. 15].

Commission recognized that "certain permittees" may feel it unwise to proceed with construction till final action is taken on TV rules, standards and allocations. Decision on that point, FCC said, is up to each permittee. "Nevertheless," statement said, "the Commission is of the opinion that the public interest requires that TV permittees be required to comply diligently with the terms of their construction permits or to surrender them."

Requests for additional construction time, FCC said, will be granted "only upon a satisfactory showing that the failure of the permittee to complete construction was due to causes not under its control, or upon a showing of other matters sufficient to justify the extension," as required by rules.

FCC meanwhile granted Chronicle Pub. Co. extension to July 18 to complete construction of KRON-TV San Francisco.

COMMISSION APPROVES TWO NEW AM DAYTIME STATIONS

TWO NEW AM stations approved by FCC Friday. Both daytime only assignments, they are:

Victoria, Tex.—Victoria Broadcasting Co., 1410 kc, 500 w daytime; estimated cost $20,800. Partners: Louis Thurmond Culp Krueger, 60% owner KULP El Campo, Tex., 46%; Ross Bohannon, 15% owner KULP and 20% owner KHBR Hillsboro and KSTA Coleman, Tex., 5%; Rubin Frels, southern Texas theatre owner, 10%; R. E. Norton, KULP manager, 12%; Truman L. Bercher, owner Victoria city bus line, 27%.

Pascagoula, Miss.—Crest Broadcasting Co., 1580 kc, 250 w, daytime; estimated cost $12,072 plus land and buildings. Principals: W. R. Guest Jr., industrial engineer, Ingalls Shipbuilding Corp., president and 26.25%; E. H. Craven, electrical engineer with same firm, secretary-treasurer, 26.25%; H. Hugh O. Jones, manager WGCM Gulfport, Miss., 26.25%. Remaining interest held by number of individuals.

WBBZ, WKBC SALES OKAYED; HEARINGS IN 2 OTHER CASES

APPROVAL granted Friday by FCC to sales of WBBZ Ponca City, Okla., by Adelaide Lillian Carrell for $115,000 to Ponca City *News*, and WKBC North Wilkesboro, N. C., to new firm of same owners plus new partner.

Hearing was ordered by Commission on transfer applications of WRRN-AM-FM Warren, Ohio, and KPMO Pomona, Calif., to determine whether ownership was switched without approval.

WFDR CALL APPROVED

USE of late President Roosevelt's initials for New York FM station call of International Ladies Garment Workers Union approved by FCC, which earlier had refused their use. Station, formerly WVKO, becomes WFDR. Roosevelt family had assented.

FCC ISSUES FOUR FM CPs; THREE GO TO AM OPERATORS

FOUR FM construction permits—three Class A, one Class B—issued by FCC Friday. Three of four went to existing AM operators. Three conditional grantees won CPs and seven outlets won new technical facilities. New CP holders:

Anderson, Ind.—Civic Broadcasting Corp., Class A, Channel 292 (106.3 mc), effective radiated power 320 w, antenna height above average terrain 200 ft.; estimated cost $6,985 plus land and buildings. Grantee is licensee AM station WCBC Anderson.

Madisonville, Ky.—Messenger Broadcasting Co. Inc., Class A, Channel 276 (103.1 mc), ERP 1 kw, 130 ft. antenna; estimated cost $18,385. Ownership: Madisonville Pub. Co., publisher Daily Messenger, 48.8%; Edgar F. Arnold Sr., president-editor and 47% owner of paper, president and 12.2% owner; Elmer L. Kelly Jr., Messenger advertising manager, vice president 12.2%; H. W. Wells, owner Wells Radio Music Co., secretary-treasurer 12.2%; Edgar F. Arnold Jr., wire news editor of paper, director 6.1%; Kenneth L. Arnold, Western Kentucky Coal Co. chemist, 6.1%; Ernest L. Claytor, city editor of paper, director 2.4%. Mrs. Woodson Browning is 50% owner paper.

Farmington, Mo.—Cecil W. Roberts, Class A, Channel 261 (100.1 mc), ERP 170 w, 215 ft. antenna; estimated cost $8,200 plus land and buildings. Grantee is licensee KREI there.

Worthington, Ohio—Peoples Broadcasting Corp., Class B, Channel 250 (97.9 mc), ERP 340 kw, 640 ft. antenna. Grantee is licensee AM station WRFD there.

Following were granted CPs in lieu of CGs: KPST-FM Preston, Ida.—Class B, Channel 223 (92.5 mc), ERP 3.7 kw, 140 ft. antenna; WSAL Saginaw, Mich. —Class B, Channel 251 (98.1 mc), ERP 15 kw, 340 ft. antenna; WLWB Dayton, Ohio—Class B, Channel 248 (97.5 mc), ERP 18 kw, 490 ft. antenna.

Following were granted CPs in lieu of previous conditions: WLET-FM Toccoa, Ga., change from 102.9 to 106.1 mc; WFJL Chicago, to change from 34 to 29 kw, antenna from 535 to 570 ft.; WNAC-FM Boston, to change from 19.5 to 20 kw, antenna from 510 to 460 ft.; WBSM New Bedford, Mass., to change antenna; KFMP Red Wing, Minn., to change from 380 to 310 w, antenna from 390 to 380 ft.; KPOJ-FM Portland, Ore., to change from 220 to 44 kw.; WEAN-FM Providence, R. I., to change from 20 to 13 kw.

FCC FM CRACKDOWN SEEN; TIME WAIVER PLEAS DENIED

STRICTER enforcement of rule requiring FM stations to operate at least 6 hours daily was indicated by FCC Friday. "It is felt," FCC said, "that in cases where the expenses of operation of an FM station are being kept at a minimum by duplicating the programs of an affiliated AM station 100%, and where the operations of the AM affiliate are not unprofitable, sufficient grounds do not exist to warrant a waiver of the [minimum-hours] rules."

Statement was issued in denying waiver requests of WENY-FM Elmira, N. Y.; WHDL-FM Allegany, N. Y., and KWK-FM St. Louis. FCC noted that in past it has granted waivers to "deserving cases" where compliance with rule was difficult for financial reasons. But, FCC said, "the Commission is of the opinion that FM broadcasting has reached a stage where it is desirable" for stations to meet at least minimum requirements "wherever possible."

RMA TV TUBE SALES

SALES of cathode ray tubes to TV set manufacturers, reflecting peak receiver production, spurted sharply in 1948 third quarter, Radio Mfrs. Assn. reported Friday. Sales totalling 306,502 and valued at $7,529,531 compared with 267,763 at $6,021,878 for second quarter. Total electron tube sales, reported by RMA members and National Electrical Mfrs. Assn. jointly, put at $14,759,430 for third quarter, $38,811,460 for first nine months.

AGENCY SIGNS WITH NIELSEN

McCANN-ERICKSON has signed three-year agreement for new national Nielsen Radio Index class "A" service.

RCA TO SHOW NEW DISCS; CBS, MERCURY INNOVATIONS

BATTLE of the RPMs got under way in earnest Friday as RCA announced new 45-rpm seven-inch phonograph records and changer would be shown to trade today (Jan. 10) in New York. At same time CBS announced new seven-inch plastic microgroove record for 33⅓-rpm turntables.

RCA will include 45-rpm on new models. Improved tone and quick changing claimed. Stromberg-Carlson will offer it optional on some models, it is understood, with plans of other set makers not yet known.

New CBS records to be sold at 90 and 60 cents (plus tax), depending on type of selection, a saving from cost of 78-rpm records which it will continue to release.

Irving Green, Mercury Record Corp. president, said company has developed its own LP microgroove record for 33⅓ turntables.

NORTHEASTERN AFFILIATES OF ABC MEET IN NEW YORK

REPRESENTATIVES of 46 ABC northeastern affiliates, meeting Thursday at Waldorf-Astoria Hotel in New York, heard network executives outline year's plans in radio and video. Resolution passed stating network-affiliate relations are at "an all-time high."

Meeting was first of district affiliate sessions. ABC plans for 1949. South-central and southeastern districts meet today (Jan. 10) at New Orleans' International House.

TURNBULL JOINS BIOW CO.

HENRY TURNBULL, vice president of Dancer-Fitzgerald-Sample, New York, joins Biow Co., New York, today (Jan. 10) in similar capacity.

Closed Circuit

(Continued from page 4)

on Dayton radio-TV structure. Crosley Broadcasting Corp. with TV CP in Dayton, had been negotiating with Rock for sale of minority interest which would compete with Cox's WHIO-TV. Because of duopoly rule, that transaction necessarily is cancelled.

NAB MUSIC ADVISORY COMMITTEE'S subcommittee on co-op programs to meet with ASCAP group Wednesday to continue search for method of payment for this type program under ASCAP licenses. Joseph A. McDonald, ABC vice president and chairman of subcommittee, hopeful problem can be solved without recourse to courts.

ALTHOUGH House Select Committee to Investigate FCC died with 80th Congress, its general counsel is still a familiar figure on Capitol Hill. Frank T. Bow of Canton, Ohio, is now headquartering on the Senate side with Sen. Andrew F. Schoeppel (R-Kan.).

UPCOMING convention of National Retail Hardware Assn. will see floor criticism of officers by dealers who are irked by failure to include any mention of radio in advertising manual. NAB acted when slight was discovered and manual will be modernized in next edition.

INDICATIONS are follow-up meeting of Nov. 30-Dec. 3 television-FM engineering conference won't be called [BROADCASTING, Dec. 6]. Conference's ad hoc committee moving slowly. Belief is FCC will start rule-making.

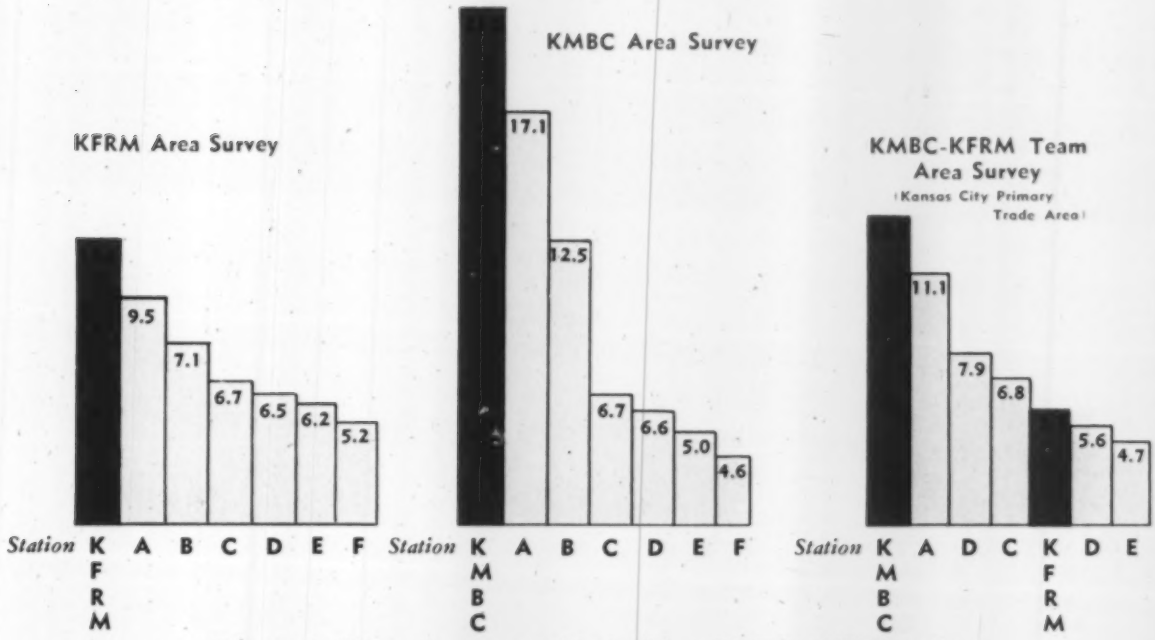
Listeners In Kansas City's Primary Trade Area VOTE FOR *The* KMBC-KFRM *Team*

The first Area Radio Study of The Kansas City Primary Trade Area shows The KMBC-KFRM Team far in the lead of all broadcasters heard in the area. Made in the fall of 1948 by Conlan & Associates, this study is believed to be the *largest* coincidental survey of its kind ever conducted. Factual data from this survey of more than 100,000 calls is published in three books—The KMBC-KFRM Team Area Study (Kansas City Primary Trade Area), the KMBC Area Study, and the KFRM Area Study.

These Area studies which cover 8 a.m. to 6:30 p.m. throughout one week, (KFRM is a daytime station) ending in early October, exclude the larger cities: both Kansas City's (Missouri and Kansas) St. Joseph, Topeka, Salina, Hutchinson and Wichita, surveys for all of which have been made by Conlan.

The KMBC Area Study proves KMBC is the most listened to station (daytime) within an average radius of slightly over 100 miles from Kansas City!

The KFRM Area Study proves KFRM is the most listened to (daytime) station in Kansas within KFRM's half-millivolt contour! (KFRM is a daytime station.)



These graphs illustrate the percentage of total audience of KMBC and KFRM, as determined by the Conlan survey, in comparison to the other leading stations of the area.

There were 73 Kansas, 5 Oklahoma and 4 Nebraska counties included in the KFRM Area Survey, (Wichita, Salina, Hutchinson excluded) with a population of 1,011,750; all within KFRM's half-millivolt contour.

In the KMBC Area Survey there were 61 counties, (Kansas City, Mo., Kansas City, Kansas, St. Joseph, Topeka excluded); all within KMBC's half-millivolt daytime contour.

In the KMBC-KFRM Area Survey for the Kansas City Primary Trade area, as defined by Dr. W. D. Bryant, now research director for the 10th Federal Reserve District, there were 135 counties, with a total population of 2,099,531; all counties being within the half-millivolt daytime contours of KMBC-KFRM. (Metropolitan areas named were excluded.)

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Trade area! The KMBC-KFRM Team provides the most economical circulation an advertiser can buy to cover this huge, important trade area.

KMBC OF KANSAS CITY

Represented Nationally by FREE & PETERS, INC.

KFRM For Kansas Farm Coverage

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

Janus Did It *Naturally . . .*

This is January—traditional time to do what Janus could do simultaneously—that is: review our 1948 progress and look forward to our 1949 plans for making our network an even better advertising medium. With a word about radio's responsibility to the listener.

by Edgar Kobak

President, Mutual Broadcasting System

REVIEWING our network development during the past year, we find we've made good headway in facilities; and today, advertisers find Mutual an *all-round* network—strong not only in "one-station" markets (where the only station is Mutual's) but also strong in the Metropolitan areas which account for over 20,700,000 radio homes. *(Radio Families, U.S.A., 1948)*

Here are some pertinent statistics:

1. Mutual now delivers 136 of the 137 Metropolitan districts. More significantly, we cover 119 (day) and 113 (night) *from within*—i.e. with a station located in the heart of the market.
2. Mutual has enough power in these markets to do a real job for the advertiser: we cover 73 of them *both day and night*, and 8 additional markets daytime only—with 1000 watts and over.
3. In the Metropolitan districts alone, 21 Mutual stations completed power increases or have CP's for more power. In 8 other markets, Mutual increased power through switches in affiliates.
4. *Outside of the Metropolitan districts*, Mutual added 60 stations during 1948; of these, 41 are in markets having no other station or network station.
5. Power increases in cities outside the Metropolitan districts were completed and CP's granted for 32 additional stations.
6. Today, Mutual has more stations of 1000-watts and over than any other network. The significance is that total power is less important than distribution of power—that Mutual wastes no power in overlap but applies it all in markets where power is vital.

In 1949, we plan even greater effort on Programming. For weeks now, our Program and Sales people have been working on fundamental changes in our programming philosophy and its practical application. The goal is—better programs, more listenable sequences, more listeners for our stations and better value for our advertisers.

Most noteworthy change is the planned move of the Gabriel Heatter show from its 9 o'clock evening Monday-Friday strip (long a Mutual tradition) into the 7:30 spot. We believe this earlier hour is better suited to Mr. Heatter's commentary, and should bring him a larger audience. Moreover, it makes it possible for Mutual to program from 8:00 p.m. on in sequences.

Here's an example: the Monday evening line-up will start out strong with: "*Straight Arrow*" the new show sponsored by National Biscuit Company; the celebrated "*Sherlock Holmes*" sponsored by Clipper Craft Clothes and formerly heard on Sunday; and "*The Casebook of Gregory Hood.*" We hope through sequence programming to be able to duplicate in the evenings the leadership in listening which Mutual has long enjoyed on Sunday afternoon and early Sunday evening with such constant top-raters as Juvenile Jury (General Foods), House of Mystery (General Foods), True Detective Mysteries (Oh Henry Candy Bars), The Shadow (Blue Coal), Quick As a Flash (Helbros Watch), Roy Rogers (Quaker Oats) and Nick Carter (Cudahy).

But more on this as the picture unfolds. And now a word about our industry's responsibility to our boss—the listener.

We read in the trade press that "lack of sentiment for the NAB Code may cause its abandonment." Our own attitude toward the Code has, I think, been unmistakable since the beginning. We are for it—just as strongly as we are for the principles which dictated its adoption.

Whether or not our industry adopts the Code *as presently written* is not, to our way of thinking, too important; what we do think is fundamental is that broadcasters should be fully alive to their responsibilities and to the principles which underlie the Code. If they *are* guided by these principles and *really* live up to them—the details can still be worked out to the satisfaction of everybody, not forgetting the listener.

There is no doubt in our mind that this, of all years, is a poor time for radio to continue the kind of programming which leaves it open to criticism from the listener. Because we believe that 1949 will see further rapid expansion in television, and radio will have to be on its best behavior, will have to deliver its best in programming, if it is to hold its own and make further progress.

Mutual Broadcasting System

WORLD'S LARGEST NETWORK